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BROADCASTING

combined with

Broadcast Advertising

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JUNE 15, 1936

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$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
JUN 15 1936
LIBRARY

WHERE YOU HAVE GROUND TO COVER

...One GOOD HEADLIGHT
IS WORTH A *dozen* CANDLES

● When the spot to be covered is small, a candle may suffice. But when the movement of merchandise over a wide territory is at stake, stronger facilities are preferred—hence the natural preference for the strength of WHO in covering the extensive Iowa market.

From every standpoint, WHO has an ideal location for a 50 KW transmitter. In contrast to concentrated metropolitan markets, Iowa buyers inhabit a wide area. It takes power to reach them—and WHO has the power. In selling Iowa, you have ground to cover. And where you have ground to cover, one good headlight is worth a dozen candles.

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. ● Des Moines, Iowa ● Phone 3-7147
National Representatives FREE & SLEININGER, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

The Foreword of the latest reference book from CBS: "RADIO IN 1936"

WE anticipate for this book no more generous reception than is usually accorded any collection of facts and figures. Some will find immediate use for its data. Others may get impatient with the inclusion of material they don't want. Still others will probably damn the book for its omissions. But what this book sets out to do can be stated very simply. It has taken on the job of measuring *all the major dimensions* of a major advertising medium. Other jobs (and other figures) might well be left for other covers. All the more so since this is the first time, oddly enough, that the job has been undertaken in its entirety by any advertising medium. It is likewise the first time that any advertising medium has had to work with a circulation-total of 22,869,000 families: the families of the United States who now have radios; 95% of whom are regularly served by the programs of the Columbia Broadcasting System.

The figure, of course, is much too large for comfortable thinking. The first impulse of the mind is to reject, or slide over it. It reaches so far beyond the older equations of advertising (the figures with which we have had years to get acquainted) that its significance does not readily sink home. We have not estimated how long it would take a man, visiting twenty homes a day, to call on 22,869,000. We do know that the figure includes virtually every home in the country with curtains in its windows, and money in its purse. And we know that this tremendous circulation is one of the primary sources of radio's power: (The other source of radio's power is, of course, its unique use of the living voice —and all which that connotes in delivering the sales message).

But so much for the fact of the 22,869,000 radio homes. What follows in this book is a detailed analysis of the radio families, not in the entire United States, but in all its cities: the communities of every size, with 10,000 population and over. (See page 3 for a discussion of rural radio ownership). Twenty-four basic measures of these families have been taken; defining, to decimal points, their status and listening habits. And here, a pointed question arises:

How accurate are the figures in this book? It's a question to ask of any such study; reminding us that no figures can be better than their antecedents. Too often in advertising (as elsewhere) figures are presented whose honor is lost in a tangle of doubtful paternity. Nothing is easier than for these illegiti-

mate, but plausible, figures to be granted some serious consideration. On the other hand, nothing is commoner than to have honest, hard-working figures discounted by suspicion and cynicism. To help avoid either mishap, may we briefly recount here the history of the data in this book? All the figures on the following pages (with the few exceptions noted) come from a nationwide quarterly study of radio families, conducted by Dr. Daniel Starch throughout 1935, for CBS. This study is an exact continuation of the monthly CBS-Starch study of 1934, which was accepted as the basis of the present official figures of radio ownership, issued by the JOINT COMMITTEE ON RADIO RESEARCH.*

Approximately 6,000 personal interviews were made four times a year. For complete representation, and to insure the accuracy of the sample, these calls were carefully distributed throughout all income-groups and geographical divisions of the country. Ah, but is the sample big enough? (That's a vital test of any statistical effort.) We know it is adequate, for authorities agree that only 5,000 calls, properly made, will determine an accurate cross-section of the entire United States. We restricted our 6,000 calls to families in the cities of 10,000 population and over. And these 6,000 calls were repeated in *different* homes each quarter. Moreover, the 24,000 interviews in 1935 are checked, in turn, by the 120,000 interviews of the larger, monthly Starch studies of 1934. The extremely close correlations between the findings of each year's study exhibit a consistency which can only be the result *(and is proof)* of their statistical reliability.

The use of the data: We hardly present the figures in this book as any touch-stone to radio success. They are, if you will, a necessary way-station on the road to the proper use of broadcast advertising—a good place to stop and consider a medium whose use has doubled and tripled and quadrupled in "depression" years only because the medium has doubled and tripled and quadrupled ordinary expectancies from advertising efforts. The astute reader will discover in these pages something most users of radio have long known: the audience is sufficiently large so that any segment of it, as reached by an *average* (not outstanding) program, is still large enough to upset most of the comparable equations in advertising. A study of this, in terms of specific audiences, is now in the process of being planned. We hope to have it for you in the Fall of 1936. In the meantime, we think the following pages will be of use to you. Each is divided into two sections: words, for those who prefer words; figures, for those who like figures.

**This Committee includes equal representation of the Association of National Advertisers, The American Association of Advertising Agencies, and the National Association of Broadcasters.*

If you haven't yet seen "RADIO IN 1936", *a copy will be sent on request, as long as the edition holds out.*

COLUMBIA BROADCASTING SYSTEM
485 Madison Avenue • New York

XUM

AN OPEN DOOR

WGY offers advertisers the only effective single sales entree to the 4,000,000 people in the Great Northeast (Eastern and Central New York and Western New England). It is without major competition. Let us give you the facts.

WGY **50,000 WATTS**
NBC Red Network
SCHENECTADY

Completely programmed by NBC

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Proved and Approved

"... these programs over WKY have proved to be one of the best advertising campaigns we have ever used -- if not the best."

The current program of Oklahoma City's Approved Laundries features James Hall, film star with Jean Harlow in "Hell's Angels", in an informal Hollywood gossip rou-tine with the able musical support of Myers and McKee, two-piano team.

WKY studio scene during the recent series of Approved Laundries programs featuring the nationally known "Lonesome Singer of the Air", Johnny Marvin with Gene Autrey (in cowboy hat), protege of Johnny Marvin and singing star of many western movies, made a guest appearance.

OKLAHOMA CITY'S Approved Laundries

APPROVED BY THE AMERICAN INSTITUTE OF LAUNDERING

June 2, 1936

Mr. Gayle V. Grubb, Manager
Radio Station WKY
Oklahoma City, Oklahoma

Dear Mr. Grubb:

Early this year when we announced APPROVED LAUNDRY SERVICE in Oklahoma City we included two fifteen-minute programs each week over WKY in our advertising campaign. The results from these broadcasts were very promising.

In April, when you opened the new WKY studios, we acted upon the advice of our advertising counsel to enlarge our schedule. We employed Johnny Marvin, nationally famous radio star, for six fifteen-minute broadcasts each week.

Altho this was the largest broadcasting schedule we had ever used we found that the results were greater in proportion to the number of times used. After our contract with Mr. Marvin expired we continued with James Hall, famous movie star.

You may be interested to know that we now feel after seven weeks of six-days per week, during which time we have used radio broadcasting exclusively, that these programs over WKY have proved to be one of the best advertising campaigns we have ever used - if not the best.

We appreciate your fine cooperation and want you to know we are pleased with the results, which we think indicate the listening audience and confidence enjoyed by radio station WKY.

Sincerely yours,

Ben Barnett

BB:MBH

OKLAHOMA CITY'S APPROVED LAUNDRIES

DIXIE FIRRIND LAUNDRY and C.L.E. CLEANERS • King LAUNDRY and ORBIC CLEANERS • NEW STATE Laundry and C.L.E. CLEANERS • White Eagle Laundry

WKY Boosts Business Past 1930 Highs for Oklahoma City's Approved Laundries!

● Within a few months after Oklahoma City's Approved Laundries took to the air over WKY, business snapped out of the doldrums and climbed to . . . and PASSED . . . the all-time highs reached in 1930.

This is typical of the concrete evidence WKY can produce to demonstrate what it is doing in a sales way for scores of local and national advertisers.

WKY does such a job of selling as only a station with so large and loyal an audience can . . . an alert and responsive audience that shows its approval and appreciation for continuously superior air entertainment with ringing applause at the sales counter.

The program of Oklahoma City's Approved Laundries is one of more than 60 live-talent air shows WKY is producing from idea to air every week. WKY has the idea and the staff, performers and facilities to produce the air show that will attract listeners and get applause, approval and sales for YOUR product in the Oklahoma City market.

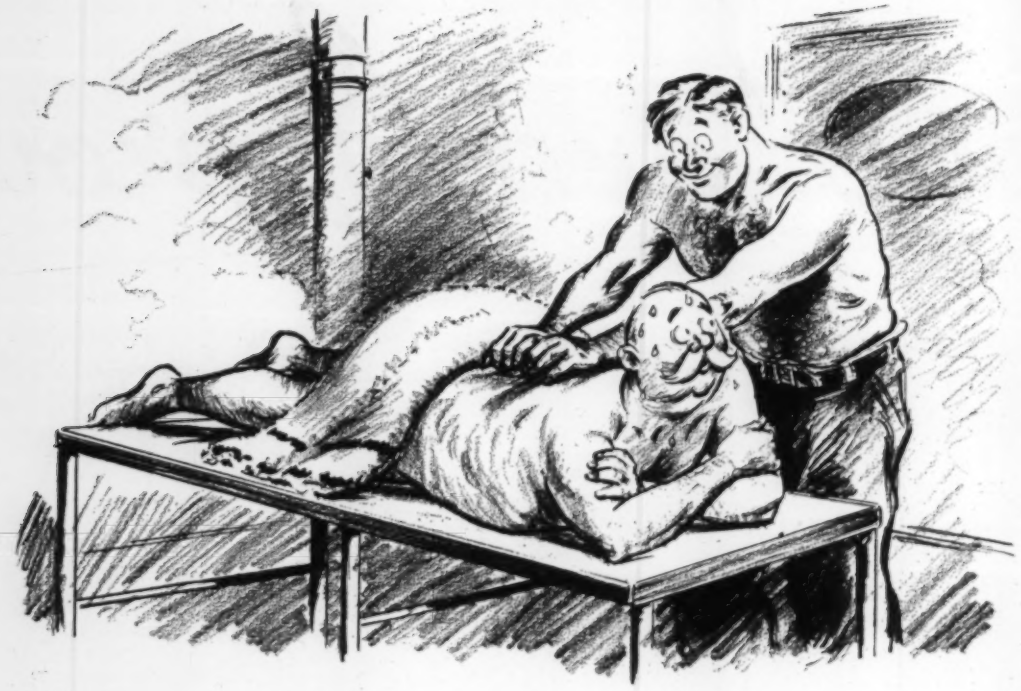
Affiliated with
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER STOCKMAN

WKY • OKLAHOMA CITY

National Advertising Representative
E. KATZ SPECIAL ADVERTISING AGENCY

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA

XUM



Are you fat in spots?

IF your sales are up in certain spots and down in others, then you're ripe for *spot broadcasting.*

Why *spots*? Well, look. Let's say you're plugging face powder. If you use a chain originating between dinner and theatre-time in New York, you're probably hitting Butte at about the time the belles finish the day's typing. And so Butte is just a blank for you! But for the same jack, you can buy the time *in spots* — and at the very moment that Mamie reaches for her powder puff, no matter *where* she lives!

The same idea applies equally well to tooth-paste, tractors or terrapin soup. Why not talk it over? Our *only job* is helping advertisers to do a *better job* with radio.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Building
Trinity 2-8444

SAN FRANCISCO
111 Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WIS . . (NBC) . . . . Columbia	WKZO . (MRN) . . . Kalamazoo	KTSA . (CBS-SBS) . . San Antonio
WAIU . . . . . Columbus	WNOX . (CBS) . . . . Knoxville	KTUL . (CBS) . . . . . Tulsa
WOC . . (CBS) . . . Davenport	KFAB . (CBS) . Omaha-Lincoln	KVI . . (CBS) . . . . . Tacoma
WDAY . (NBC) . . . . . Fargo	KOMA . (CBS-SBS) . Oklahoma City	and
KTAT . (SBS) . . . . Fort Worth	WMBD . (CBS) . . . . . Peoria	Southwest Broadcasting System
WDRC . (CBS) . . . . Hartford	WPTF . (NBC) . . . . . Raleigh	

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 12 WASHINGTON, D. C., JUNE 15, 1936 $3.00 A YEAR — 15c A COPY

Rising Time Sales Crush Old Summer Fear

Network, Spot and Local Business Exceed Previous Years; Sports Programs Among Big Gainers in Sponsorship

EVEN with an anticipated decline, though slight, from the record winter and spring volume, summer radio time sales — network, spot and local—are expected to exceed those of all previous summers by a wide margin.

This conclusion is borne out by current trends in the industry, bulwarked by observations received by BROADCASTING from key figures in the sales field. While some clients — other than those having seasonal distribution—are signing off for the summer, apparently oblivious to the definite advantages revealed in the many surveys now being distributed by networks and stations, they are for the most part the same clients who have done so year by year.

On the other hand, many more clients, particularly the old standbys, are holding their spots not only to earn term discounts but because of the proved value to them of summer time. More than that, many new clients are being signed by the networks and stations, some to start their campaigns in the summer in order to take advantage of the tremendous audiences radio will hold due to habitual favorites and the enormous schedule of big public events starting with the national political conventions and the Louis-Schmeling fight on June 18, and continuing through the political campaign and the Olympics.

Prejudice Disappearing

WITH the first four months of 1936 showing gross time billings for all broadcast advertising nearly $35,000,000, and with April figures showing local billings gaining as against the relatively small declines for network and spot, it is confidently anticipated that this year's aggregate will come very close to the $100,000,000 mark. Last year the figure for the whole industry was more than $87,500,000. [See 1936 BROADCASTING Year Book.]

CBS, which has taken and held the lead in individual network time sales, through Sales Manager William C. Gittinger, is entirely optimistic about summer prospects. Writes Mr. Gittinger in response to an inquiry from BROADCASTING:

"The old prejudice against summer radio advertising is rapidly disappearing. Realization of two simple facts is largely responsible —people continue to buy goods in the summer; people listen to radio programs the year around. As evidence in support of these facts accumulates, more and more advertisers naturally enter into summer selling campaigns.

"Columbia in 1936 will have the best summer record in its history. That record will probably last no longer than a year. I say this not as an optimistic guess but because the trend of summer broadcasting is too clearly defined to warrant any other prediction."

NBC's sales vice president, Roy C. Witmer, supplementing the imposing list of year-round accounts and shows remaining on the Red and Blue networks, is somewhat more restrained in his predictions. Said he:

"While it is true that since 1927 —with the exception of 1932 and 1933—network business each summer has shown healthy gains over the preceding summer, it is not keeping up with the gains made by winter business. This situation is not justified by the facts which have been brought out by recent surveys.

"While I confidently expect that this summer will be a fine one for NBC, with a good chance of exceeding last summer's record, I feel that there is still much education to be done among advertisers and advertising agencies before they have confidence in the effectiveness of radio in the summertime."

Entirely bullish is the attitude expressed by William B. Gellatly, sales manager of WOR, Newark, leading independent whose sales curves often are an interesting index of both network and spot trends; WOR also is the New York key of the Mutual Broadcasting System. Mr. Gellatley writes:

"During the past few years summer radio advertising has become an increasingly important factor in the minds of advertisers and advertising agents. The old adage that the consumer hibernates in summer has been blasted to smithereens by the sales increases enjoyed by our own sponsors and the reports we have received from stations throughout the country.

"If summer radio effectiveness, when compared with the pulling power of other media, were to be determined by one factor alone (which it cannot), it would be based upon that indisputable fact that radio, and only radio, can reach those thousands of inaccessable prospects who for days and weeks on end snatch their news and entertainment from the loudspeaker and catch up with their reading when they return home:

"Logic alone explodes the contention that the strength of the Nation's desire to buy is determined by change of season. Summer or winter, spring or fall, we all eat three squares a day; buy clothes, gasoline, tobacco products and those numerous other necessities and luxuries without which, season or no season, advertising would be essentially a futile gesture."

Transcriptions Keep Up

PERCY L. DEUTSCH, president of World Broadcasting System, sees no reason for any summer decline in transcription time sales — and his observations are supported by the fact that the record Chevrolet campaign, whose programs are handled by his company, will continue through the summer. Mr Deutsch states:

"The rising tide of transcription time sales, unequalled by any other branch of the radio industry during the first half of 1936, should continue unabated this summer. Every month has seen a new high in national volume, resulting in an average increase of 60% over the corresponding 1935 period. Many advertisers have no intention of leaving the air this summer, and others with seasonal products will help swell the record total.

"National advertisers in every field, recognizing the inherent advantages of high-quality transcriptions, are setting a noteworthy example for local sponsors in the use of selective broadcasting as exem-

Way to Broadcasts of Future Is Pointed at FCC's Hearing

TO BRING about orderly progress in services destined to use the ultra-high frequencies, such as television, facsimile broadcasting and aural broadcasting, hearings were begun June 15 by the FCC to hear testimony on which the Federal government may base future allocations.

Having concluded that the frequencies lying above 30,000 kc. are ready for definite allocation, the FCC called the conference last April as a step to precede further hearings later this year on allottments for various services. Broadcasting stations and organizations were well represented among the some 100 witnesses docketed to appear, to support a plea for adequate space in the ultra-high range for the visual and new aural services on the theory that television and facsimile belong to the present-day broadcaster.

In statements prepared for delivery at the opening session, FCC Chairman Anning S. Prall and Chief Engineer T. A. M. Craven emphasized that the hearings were called to take evidence on prospective needs of the various services so the FCC may consider them in drafting regulations. Individual applications and assignments within these bands, Mr. Prall declared, are not to be taken into account.

Outstanding figures in all branches of radio and communications, both practical and experimental, were scheduled to testify. It was expected the hearings would last a week or ten days, and night sessions were contemplated in the hope of completing the agenda within a week.

Notable Witnesses

AMONG those docketed for general testimony at the opening day's session were David Sarnoff, RCA president and chairman of NBC; William S. Paley, CBS president; William Green, president, American Federation of Labor; Edward N. Nockels, WCFL, Chicago, also in behalf of Labor; Dr. Frank Jewett, vice president of A. T. & T.; T. J. White, executive of Hearst Enterprises and head of Hearst Radio Inc.; James W. Baldwin, NAB managing director; representatives of the Radio Manufacturers Association, and the representatives of numerous other groups.

For the broadcasting industry, a statement of requirements not only in the ultra-high range, but also in the long-waves, was filed with the FCC by Managing Director Baldwin. These were drafted by him after consultation with his engineering advisor, Dr. Charles B. Aiken. The major networks planned to present their cases individually and numerous individual stations were listed for testimony.

The Baldwin request is far-reaching. It seeks assignment of an entirely new band in the long

(*Continued on page 44*)

plified by WBS. The growth and acceptance by station men of transcription libraries offers another reason for a brighter, better outlook for summer use of broadcasting, for here is a low-cost, effective program medium available in every market. The broadcasting industry has done, and is doing, a great job of building confidence in radio as a year-round sales-getter."

Warm-Weather Audience

FROM scattered other sources, in spite of a general reluctance to play the role of prophet, the reports are similarly optimistic. Niles Trammell, NBC Chicago vice president, asserted that "the NBC dollar volume of business during the coming summer will be well ahead of what it has been in previous summers, although the same broadcasters who usually take 'vacations' in the summertime will be as great in number, and very largely the same firms.

"We are to have several new accounts during the coming summer, one of the first and most important of which is the half-hour program for Frigidaire, on which *Clara, Lou 'n' Em* of Palmolive fame will greet the ears of summertime listeners. Many of the big broadcasters who heretofore have stayed on during the summer are to be on the air again this summer. Politics, prizefights and other sports events will help hugely to make the summer months busy for all of us."

From the office of Donald M. Thornburgh, newly appointed assistant to H. Leslie Atlass, CBS vice president in charge of the western division, came similar comment, with the additional news that CBS in Chicago is negotiating for several new accounts and that he is convinced summer listener interest this year is bound to be more widespread because the 3,500,000 auto radios will more than offset vacationing periods.

Milton Blink, Chicago vice president of Standard Radio Inc., reports that his firm is making twice as many transcriptions now as in any previous summer season, and Girard Ellis, Chicago head of Columbia Phonograph Co.'s transcription department, says transcription operations booked for this summer and fall are nearly three times what they ever have been.

Agents and station representatives, most of them declining to be quoted, report in general that May and June saw more contracts for next autumn schedules signed than ever before. One leading firm reported that spot dollar volume is continuing far ahead of any previous summer, with old accounts like beers and soft drinks increasing their local and regional efforts. Recent rate increases, mostly upward, have been keeping agencies and representatives busy calculating the most favorable periodical and year-round time buys.

James L. Free, president of Free & Sleininger Inc. and Free, Johns & Field Inc., said radio this summer will be better than it has been for the last five or six years at least. The baseball sponsors last year and year before were so successful that the number increased many fold this year, and the old ones increased their scope, he said.

As an example, General Mills, which had in the neighborhood of 15 stations last year, has increased to about 50 this year, and other sports broadcasts, all of which deal largely with baseball, have helped to make spring and summer broadcasting better than ever before although a lot of them are using only spot and 15-minute scripts.

Mr. Free also pointed out that renewals are being made early this year. Contracts originally written to end during May or June have been extended by renewals through the summer months. Chevrolet transcriptions will run through the summer this year which they have not done before. The same is true of Ford dealers and others.

"Business prospects are so good for the next few months that we are unable to guarantee specific times for fall on several stations for many new broadcasters," Mr. Free asserted.

CBS ELEVATES TWO TO KEY POSTS

MR. THORNBURGH

MR. AKERBERG

Akerberg Is Named CBS Vice President With Thornburgh as Pacific Coast V-P

TWO MAJOR executive appointments by CBS—elevation of Herbert V. Akerberg as vice president for station relations and of Donald W. Thornburgh, of Chicago headquarters, as vice president in charge of Pacific Coast activities were announced June 11.

Mr. Akerberg, who has risen from the engineering ranks of the network, takes over the post held by Sam Pickard for the last seven years. The new Pacific Coast executive will establish for CBS headquarters either in Los Angeles or San Francisco as the final step in the recent expansion of CBS in coast territory. Mr. Thornburgh has been assistant to H. Leslie Atlass, CBS Chicago vice president.

Pacific Expansion

ALTHOUGH he still retains his vice presidency, Mr. Pickard left his office at CBS headquarters as of June 1 to reside on his farm in North Carolina. He remains as a consultant on station relations matters but Mr. Akerberg, who has been station relations manager several years, will succeed to the active vice presidency.

Mr. Thornburgh's appointment grows out of the expanded activities of CBS on the Coast. The CBS purchase of KNX, Los Angeles, subject to FCC approval, and its lease of KSFO, San Francisco, also pending Washington approval, will give the network two new outlets in these key markets which it will operate in lieu of its present affiliations with the Don Lee stations KHJ and KFRC. New studios are planned both in Los Angeles and San Francisco involving an expenditure of about $300,000, along with executive office which presumably will be established in San Francisco. Directly responsible to Mr. Thornburgh, under the proposed organization, would be the managements of the two stations. The sales department would be established in San Francisco for network activities, along with other departments such as program, sales promotion and technical.

CBS thus would be placed on an effective competitive position with NBC on the Coast. Don A. Gilman is vice president of the NBC Pacific Coast unit, and Mr. Thornburgh's position and organization would be designed to parallel Mr. Gilman's.

It is understood that Mr. Thornburgh will be given free reign in aligning his organization. So far as known the staffs of KNX and KSFO will be retained, augmented with personnel to be hired by Mr. Thornburgh. There is the remote possibility that Mr. Thornburgh will establish his own offices in Los Angeles, which is the talent center, but it is thought that San Francisco, where the larger accounts and agencies have their headquarters, will be selected for the network's basic Coast operations.

Mr. Akerberg's ascension to the vice presidency culminates seven years of executive work with CBS. He was named assistant chief engineer in 1929, and became chief engineer a year later. In 1931 he was assigned to research and development, and as such became assistant to President Paley, First Vice President Klauber and Mr. Pickard. It was in 1935 that he became station relations director, although he had worked as Mr. Pickard's assistant for the two preceding years and had been instrumental in negotiating many of the CBS station contracts, including KNX, WEEI and KSFO, as well as WJR.

Mr. Thornburgh was to be in New York during the week of June 21 to confer with CBS executives about the Pacific Coast organization. He also planned to attend the hearing before the FCC on June 29 relating to the KNX renewal of license (the station now operates under a temporary license because of alleged program excesses) and on the sale of the station to CBS for $1,300,000.

Afterward, Mr. Thornburgh was to depart for the Coast and spend several weeks laying plans for the Coast organization.

Mr. Thornburgh is a native of Indianapolis where he was born in 1895. After serving as a Captain during the World War he joined the Wasmuth Endicott Co., of Andrews, Ind., manufacturers of kitchen equipment, becoming vice president in charge of sales and advertising. Ten years later he started his own business as a broker in building specialties in Chicago, and then became Western representative of the former Cosmos Broadcasting Co., selling Ida Bailey Allen's *Magazine of the Air*.

In March of last year Mr. Thornburgh became assistant to Vice President Atlass, after having been associated with CBS sales in Chicago. Among the accounts he has sold are Stewart Warner, Kleenex, Pet Milk and General Mills. The new *Gold Medal Hour*, which recently went on the CBS network, also is his account.

BULLETIN

A MONTH'S postponement, until Aug. 1, of the effective date of the new FCC rules covering all broadcast services other than those in the regular band, was ordered June 12 by the FCC Broadcast Division. **[See detailed story on Page 22.]**

Poppele is Elevated

JACK POPPELE, chief engineer of WOR, Newark, who has been with the station since its inception as a 250 watter in 1922, on June 11 was elected secretary and member of the board of directors of Bamberger Broadcasting Service, it was announced by Alfred J. McCosker, president.

Mountain Copper Series

MOUNTAIN COPPER Co. Ltd., San Francisco, manufacturers of Mountain Copper Carbonate, a fungicide for the treating of seed wheat, will use 50-word announcements and time signals daily in a 13-week summer campaign directed to the wheat farmer, starting July 1. Stations to be used are KFPY, Spokane; KUJ, Walla Walla, Wash.; KRLC, Lewiston, Ida.; KTRB, Modesto, Cal.; KFBB, Great Falls, Mont.; KTAR, Phoenix, Ariz.; KFH, Wichita, Kan. and KFBI, Abilene, Kan. Other media will also be used along with the three months campaign. The Kelso Norman Organization, San Francisco, is the agency.

Split in Industry Ranks Faced by NAB

Group Setups Proposed; Copyright, Audit Bureau, Status Of NAB and Future Broadcast Services on the Agenda

By SOL TAISHOFF

WITH THE agenda for the 14th annual convention of the NAB to be held in Chicago July 6-8 completed in a preliminary way, plans for setting up within the NAB of three or more separate group organizations — each to be autonomous in matters of purely class interest — appears to be gaining momentum.

The "class organization" project is one of several possible developments at the convention which promise to make it perhaps the most significant of record. The tentative program has been stripped of set speeches with only two exceptions, leaving the bulk of the time open for discussion of matters expected to be raised from the floor such as copyright, radio research bureau with its functions of audience and coverage measurements, development of future broadcast services, and, of course, the future status of the NAB itself.

Group movements, like that of the so-called "clear channel group" of stations to protect exclusive high power assignments, of National Independent Broadcasters representing locals, plus the recent organization of the potentially powerful Associated Independent Radio Stations, have given rise to conjectures about separate group organizations. James W. Baldwin, NAB managing director, has stated time will be available for discussion of the matter.

Group Proposals

ROUGHLY, the idea appears to be that of creating separate units embracing (1) clear channel stations, (2) regional stations, and (3) local stations. A possible fourth group, made up perhaps of stations in each of the other three, would be network-affiliated stations. Each group, according to the plans advanced, would have its own separate organization to protect the welfare of each station category. Then these groups would combine in the NAB, which would interest itself only in the broad national policy matters of uniform interest to all classes and categories of stations.

Mr. Baldwin is inclined to favor the plan in principle. He feels that much of the intra-industry strife might be averted through such an organization structure. There are many problems confronting particular groups of stations which cannot legitimately come before the NAB, according to Mr. Baldwin, but which should be handled unitedly by the individual station groups. In any possible reallocation of facilities by the FCC, for example, the clear channel, regional and local stations might find themselves in definite conflict — a matter totally outside the NAB sphere.

In some quarters it is thought that AIRS might evolve into the organization which would cope with the network-affiliated station problems, since the majority of its known members are network oulets.

The impetus which appears to be behind this project promises to inject another live topic in the forthcoming sessions. The copyright situation, of course, is rankling throughout the industry, and while there no longer appears to be the threat of withdrawal of the major networks from the NAB because of this aggravated situation, it nevertheless will be a tense subject.

The only invited speakers at the convention will be Judge E. O. Sykes, chairman of the FCC Broadcast Division, who will deliver the principal address, and C. H. Sandage, chief of the Transportation & Communications Division of the U. S. Census Bureau, who will discuss the radio business census now being conducted by the bureau. Expected to attend also, but not to speak, will be FCC Chairman Prall.

Isaac D. Levy, NAB treasurer and co-owner of WCAU, Philadelphia, as well as a director of CBS, is scheduled for a speech on copyright, perhaps at the opening day of the convention. At the last NAB board meeting in April he served notice that he would take the floor in support of his position on copyright. Presumably that means one diametrically opposed to the stand taken throughout the turbulent sessions during the end of 1935 by Managing Director Baldwin in the extension of ASCAP contracts for five years, and in the working out of arrangements with Warner Bros. publishing houses for use of their music. This speech, it is expected, will touch off heated copyright debate. Incidentally the program itself will make no mention of copyright.

Significantly there has been very little discussion of NAB politics during the last few weeks. Interest appears to be centered upon the outcome of the Network-Baldwin dispute, upon the future course of Powel Crosley's AIRS and upon the election of NAB officers. The terms of all four officers will expire with the convention, plus those of six of the 15 members of the board of directors. That represents a majority of the board of 19 members.

Leo J. Fitzpatrick, vice president of WJR, Detroit, and the incumbent president, has indicated he will not accept a second term and will not be a candidate for the office. Among those mentioned as possible presidential choices are Edwin W. Craig, WSM, Nashville; John Shepard 3d, Yankee Network; Charles W. Myers, KOIN-KALE, Portland, Ore., now first vice president; John J. Gillin Jr., WOW, Omaha; Gardner Cowles Jr., Iowa Broadcasting System, and H. K. Carpenter, WHK, Cleveland.

The plan for creation of a Radio Research Bureau, which would authenticate station coverage data and audience surveys, will be raised both by Managing Director Baldwin in his report and by Arthur B. Church, KMBC, Kansas City, chairman of the Broadcasters' Committee of five of the Joint Committee of Fifteen representing NAB, American Association of Advertising Agencies and the Association of National Advertisers. Repeated sessions have been held toward this goal and last month the Joint Committee appointed Paul F. Peter, formerly statistician of the NBC and RCA, as secretary to devise preliminary plans for setting up of the bureau.

Outside Agency

THE ADVISABILITY of entrusting research bureau task to an outstanding university has been discussed, it is understood, and will be raised before the NAB membership. In this regard it has been brought out that outdoor advertisers have been eminently successful in building up their own counterpart of the Audit Bureau of Circulations in the publications field, by the establishment of the Traffic Audit Bureau, an outgrowth of an affiliation with Harvard.

It is felt that the Radio Audit Bureau should be thoroughly independent of any of the three groups it is designed to serve—namely, broadcasters, advertisers and advertising agencies. The thought is that only through an endowed project in one of the recognized universities can an unbiased, unprejudiced work be done in creating recognized standards of station coverage and popularity audits.

The work thus far undertaken has been financed by contributions of the major networks.

The advisability of raising funds for the creation of the bureau under a university through solicitations from all classes of stations presumably will be raised during the convention. Any action will only be recommendatory, since the Joint Committee of Fifteen has been imbued with the final power.

In drafting the tentative agenda Mr. Baldwin has left ample time for floor discussions. At the opening session there will be the address of welcome, presumably by the Mayor of Chicago, followed by the opening address of President Fitzpatrick. Judge Sykes will deliver his address, to be followed by Mr. Levy and Managing Director Baldwin's report. Appointments will be made by Presi-

(*Continued on page 48*)

Tentative Program, NAB Convention

Stevens Hotel, Chicago — July 6-8

MONDAY, JULY 6
9:30 A. M.

Call to Order.
Address of Welcome:
Address of the President: Leo J. Fitzpatrick, WJR, Detroit.
Address of the Chairman, FCC Broadcast Division: Judge Eugene Octave Sykes, Wash., D. C.
Address of the Treasurer: Isaac D. Levy, WCAU, Philadelphia.
Report of the Managing Director: James W. Baldwin, Wash., D. C.
Appoint of Committees.
Announcements.
Adjournment.
No Afternoon Sessions Scheduled.
Committee Meetings (at call of chairman).
Nominating Committee.
Commercial Committee.
Engineering Committee.
Resolutions Committee.

TUESDAY, JULY 7
9:30 A. M.

Call to Order.
Cooperative Bureau of Radio Research: Arthur B. Church, KMBC, Kansas City.
Discussion.
What the Radio Business Census Means to the Radio Broadcasting Industry: C. H. Sandage, Chief, Division of Transportation and Communications, Bureau of the Census, Philadelphia.
Discussion.
A Panel Discussion: Organizing a station for selling Radio Advertising: H. K. Carpenter, WHK, Cleveland.
Discussion.

2:00 P. M.

Call to Order.
Report of Nominating Committee.
Election of Officers.

7:00 P. M.

Annual NAB Banquet:
Presentation of BROADCASTING Trophy to winner of Golf Tournament.
Entertainment.

WEDNESDAY, JULY 8
9:30 A. M.

Call to Order.
Report of Commercial Committee: Arthur B. Church, Chairman, KMBC, Kansas City.
Report of Engineering Committee: J. H. DeWitt, Chairman, WSM, Nashville.
Report of Resolutions Committee.

2:00 P. M.

Call to Order.
General Discussion.
Report of Elections Committee.
Installation of Officers.
Adjournment.

GENERAL INFORMATION

Registration Desk will be open from 10:00 A. M. until 1:00 P. M. Sunday, and from 8:30 A. M. until 5:00 P. M. on Monday, Tuesday and Wednesday.
Registration fee $10 per person. Banquet tickets may be purchased at Registration Desk at $3.50 each.
Sixth Annual NAB Championship Golf Tournament will be held Sunday for BROADCASTING Magazine Trophy. First foursome will tee off at 10:30 A. M.
All general sessions start promptly at 9:30 A. M.
All motions and resolutions offered by delegates must be in writing and handed to the Presiding Officer after presentation.

XUM

Copyright, Other Protection Underwritten in Lloyds Policy

WMEX, Boston, Takes Out First Blanket Policy; Program Citations, Law Violations Covered

THE FIRST blanket insurance policy for a broadcasting station to protect it against copyright infringement, violations of the radio laws, citations on programs, and in effect everything other than claims respecting libel and slander, has been issued to WMEX, Boston, by Lloyd's Underwriters of London. The policy, covering payments of up to 80% on each and with a limit of $50,000 for each claim, including all costs, was issued for a total premium of $500 annually.

Since William S. Pote, executive and part-owner of WMEX, procured the policy covering that station, it is reported that two other Boston stations—WNAC and WEEI—have written similar policies with Lloyd. Mr. Pote for nearly a year sought to have written a policy covering infringement of copyrights with American companies but was unsuccessful. Finally the policy was secured from the world-famous Lloyd's, through Charles A. Coughlin Co., 52 Hancock Ave., Medford, Mass.

Terms of Policy

UNDER the contract, Lloyd's agrees to indemnify the station "against 80% of all loss sustained by the subscriber by reason of its liability for damages imposed by law due to any violation of the United States Government Radio Act, providing for regulation of interstate broadcasting, because of any communication by radio, and for damages imposed upon said subscriber arising out of any suit or claim brought against the said subscriber, whether groundless or otherwise, for infringement upon or violation of any copyrighted musical composition, song or other matter. It is warranted that the subscriber will be liable for 20% of any loss reported to the surety such 20% is to be at the subscriber's own risk and uninsured. It is agreed that the subscriber at all times will examine all data to be broadcast and shall maintain adequate recordings of each broadcasting and that the surety shall have access to the said records at any reasonable time."

Mr. Pote explained that the contract, besides covering copyrighted musical, prose, poetry, newspaper matter and plays, also covers loss sustained by the station by reason of its liability for damages imposed by law due to violation of the Radio Act. He emphasized that the policy is not just an aggregate claim of $50,000 during its term, but is $50,000 for every claim which may be made.

"This in no way should be considered an affront to ASCAP, Warner Bros., or any of the other of the licensing organizations," Mr. Pote declared, "for if we held licenses issued by all of these I would still consider it a necessary and proper protection. In other words, I look at it in this light; as you know we recently completed our new suite of studios. Now all parts of the layout are provided with automatic sprinklers and we have fire extinguishers located at various places, yet we carry fire insurance protection."

Mr. Pote added that he interpreted the policy to cover possible Federal Trade Commission citations on advertising also. "My interpretation," he said, "is that in case we should unintentionally broadcast an advertisement upon which the Federal Trade Commission frowns and we should be cited before the FCC, we would be covered by this contract."

He emphasized, too, that the contract provides that Lloyd's shall assume all costs in the defending or settling of all claims.

Detailed Provisions

PERTINENT portions of the contract are published herewith in full text:

KNOW ALL MEN BY THOSE PRESENTS that upon application of THE NORTHERN CORPORATION of Boston, Massachusetts, hereinafter known as the Subscriber, and in consideration of a premium of Five Hundred Dollars ($500) to be paid by the Subscriber to Certain Underwriters at Lloyd's, London (hereinafter known as the Surety), the said Surety undertakes to indemnify the Subscriber in the sum of Fifty Thousand Dollars ($50,000) each and every claim, upon the following expressed conditions:

It is distinctly understood and agreed that this policy does not cover claims in respect of libel and/or slander.

B. The mailing of notice by the Subscriber to the service company mentioned in bond shall be notice to the Surety.

C. COOPERATION. The Subscriber, when requested by the Surety, shall aid in effecting settlements, securing facts, and the attendance of witnesses in defending suits and in prosecuting appeals, and shall at all times render to the Surety full cooperation and assistance.

D. SUBROGATION. In the event of the payment of any loss by the Surety under this undertaking, they shall be subrogated to the extent of such payment, to all the rights of the Subscriber against any person or other entity legally responsible for damages for said loss, and in such event the Subscriber hereby agrees to render all reasonable assistance other than pecuniary to effectuate this provision.

E. ARBITRATION. If any dispute or controversy shall arise between the Subscriber and the Surety with respect to the meaning and intent of any provision in this contract, it shall be referred to three arbitrators, one to be chosen by each party, and they shall before entering upon the consideration of any dispute or controversy, choose the third arbitrator and the three arbitrators shall select a chairman from among their own membership. The third party shall call the meeting for the purpose of selecting a chairman. The decision of any two of the three shall be absolutely binding upon the Surety and the Subscriber and the expense of any such arbitration proceedings shall be shared equally by said parties. Such arbitration shall be conducted in Boston, Massachusetts.

F. SERVICE AND ADMINISTRATION. The service contemplated under this undertaking shall be rendered through LITTLE AND LOOMIS, Glens Falls, N. Y. It shall include frequent inspections of the Subscriber's broadcasting records and the filing of all notices and reports required by the Surety, and the employment of LITTLE & LOOMIS is hereby approved by the Surety.

The adjustment of all claims in court or out of court and trial in court shall be handled by DUNCAN & MOUNT.

G. CHANGES. No condition, provision or declaration of this contract shall be waived or altered, nor shall any assignment of interest bind the Surety except by endorsement attached hereto, signed by the Surety.

H. DURATION. The period of this contract shall be for twelve months effective from noon of the 20th day of April, 1936.

J. LOSS PAYMENTS. When the amount of any loss sustained by the Subscriber under this contract has been determined, DUNCAN & MOUNT shall forward and certify all the essential facts to the Surety, and the Surety shall thereupon pay to the Subscriber the portion of the loss for which the Surety is liable under the terms of this contract; provided, however, that the Surety shall not be liable for any payments (including all costs) in excess of Fifty Thousand Dollars ($50,000), for losses arising out of each and every claim or fine, the cause of which arise during the period of this policy.

K. SERVICE OF PROCESS. In the event of a claim under this policy being disputed Messrs. DUNCAN & MOUNT of 27 William Street, New York, are hereby authorized to accept service on behalf of the Underwriters hereon.

WITH PRESIDENT
Godwin Wins Coveted CBS Post
After Only 3 Weeks

Mr. Godwin

ONLY three weeks after he had joined the staff of WJSV, Washington CBS key, 22-year-old Charles Godwin won the coveted post of presidential announcer and was assigned by the network to accompany President Roosevelt on his Western speechmaking tour the week of June 8. He took Bob Trout's usual place, Trout having been assigned to the Republican convention at Cleveland that week. Young Godwin got his "break" because of some excellent announcing work he came to WJSV from WLW. Cincinnati, after having served on the announcing staffs of WKY, Oklahoma City and WDSU, New Orleans.

No. 31829

Renewing No.

Memorandum of Insurance *effected by* **C. E. HEATH & CO., Limited**
Bankside House, 107-112, Leadenhall Street, London, E.C.3 (and at Lloyds).

For account of MESSRS. LITTLE & LOOMIS, GLENS FALLS, N.Y.

Assured THE NORTHERN CORPORATION, BOSTON, Mass.

from 20th April, 1936, *to* 20th April, 1937, noon,

on

against INFRINGEMENT OF COPYWRIGHT.
Form as agreed.

To pay 80% of each and every loss, with a limit of $50,000 each and every claim in all including costs.

Warranted remaining 20% at risk of Assured.

Messrs. Duncan & Mount to handle claims.

30 days Cancelling Clause .

Effected with Lloyd's Underwriters.

Sum insured $ *Rate* % *Premium* $ 500

London, 21st April, 1936. *E.E*

This Covering Note is issued subject to the clauses as per Policy, and insures said interest for above amount until Policy is prepared and delivered, on the understanding that the amount of Premium stated hereon is the amount due to the underwriters, and that any discounts allowed by them are to be regarded as remuneration of the Brokers and/or Agents for placing the Insurance

THE ABOVE NUMBER MUST BE QUOTED IN ALL COMMUNICATIONS

FRD

AD 302 5M 9/31

LLOYDS POLICY—Facsimile of memorandum of insurance policy issued to Northern Corp., operating WMEX, Boston, for indemnity in case of copyright infringements and other losses.

Two Groups Negotiating Copyright Agreements on Transcription Libraries

ARRANGEMENTS have been made by the NBC Transcription Service with Music Publishers Protective Association and Society of European Artists and Composers whereby recording copyright fees on selections controlled by these performing rights groups in *Thesaurus* will be absorbed by NBC on sustaining and local sponsored programs, NBC announced June 3. Only the national sponsored programs require payment of the 25 and 50 cent fees for the mechanical performing rights.

The new arrangement, according to the announcement, was consummated after several months of negotiation. NBC claimed credit for having inaugurated the idea. "This former obstacle to greater sales to local advertisers is eliminated," said the announcement.

It was reported the agreement also includes a small master recording fee on all transcriptions, and is retroactive to January, 1936.

SESAC officials said the same terms would be offered all other companies owning or recording libraries. Standard Radio Inc. also has signed a similar agreement, and it was indicated that other companies shortly will follow suit. The policy of SESAC, it was added, is that of making agreements that can be applied uniformly.

MPPA, it was learned, will also negotiate with all on the same terms as were accepted by NBC. To date, however, no other firm has signed with the organization. MPPA, in making the offer, said it was not to be construed as a blanket agreement proposition, but each transcription library presented its own peculiar problem necessitating individual negotiations in each case.

WALTER WINCHELL is broadcasting his NBC Jergens program from Hollywood during June.

Laundry Finds Radio Removes Red Ink

Aims at Select Residential Homes and Gets Response That Sends Sales Up for First Time in Years

By L. H. MARTIN
Advertising Manager, Miller's Laundry
(As Told to Gladys Greenberg)

MILLER'S LAUNDRY took a look at a map of Des Moines and saw a lot of swanky and semi-swanky residential districts that weren't sufficiently Miller's-minded. So they aimed a bundle of KSO kilocycles at the map and it was soon dotted with new Miller's prospects, who soon became Miller's customers. It's a neat demonstration of how radio can be adapted to a particular sales program and of how results can be attained.

Mr. Martin

SALES volume leaped upward after four years' slump when Miller's Laundry, Des Moines, went on the air with an advertising feature that has been ringing the bell (by invitation) at thousands of prospects' doors, and the gong of the laundry's cash register. Such has been the unique experience of this Des Moines laundry and it all has resulted from contract bridge lessons on the air.

Contract bridge lessons were presented on KSO by transcriptions on a 15-minute broadcast, three times weekly at 2 p. m. Printed copies of the lessons were available to listeners on request. What happened: 2,300 requests poured in, producing approximately 46,000 direct opportunities to sell—for routemen delivered copies of current lessons once a week. Simple enough, yet how powerful the plan proved to be in producing tangible sales results for the sponsor.

Success by Radio

THERE is plenty of evidence that the bridge-minded women of Des Moines (from whom we logically can expect to secure patronage) are now definitely Miller's laundry conscious—and Miller's radio advertising has paid for itself and volume is on a healthy basis for the first time since 1931.

In selecting the subject of contract bridge for their commercial broadcasts, Miller's felt that a high percentage of their best prospects were to be found among women who play bridge. They realized that the average woman who plays bridge has an enthralling interest in the game and they felt that by concentrating on this large, ready-made and keenly interested audience, better results could be had than by appealing less intensively to a wider class of listeners. Soon after the program started, the laundry discovered that a variety of advertising appeals were developing on the foundation of the broadcasts:

First, the commercial radio announcements with a large audience of bridge-minded women assured.

Second, the listener's invitation to have the laundry's route-man call at her home with the printed material. Each invitation created numerous sales contacts as the bridge material was prepared by installments and delivered to the listeners weekly for the duration of the radio series. Obviously, these calls placed the routeman in a favorable position to sell laundry services as he was on the prospective customer's home ground to give her something of value which she had requested.

Third, eye-appeal was furnished by having the laundry's display ad on each piece of printed material, with assurance that this would not be thrown away but kept permanently and frequently referred to.

Fourth, the sponsor became the subject of favorable social conversation wherever bridge was played or discussed in Des Moines.

Finally, there was the sense of obligation toward Miller's Laundry created by furnishing the bridge instruction by air and printed reproductions.

Selecting an Audience

IN THE sales manager's office at Miller's is a large city map on which a colored-pin record was kept of addresses from which requests were received for the printed copies of bridge broadcasts. The map and the company's sales records tell the story of what the radio bridge series accomplished for Miller's sales volume. Every dot on the map represents a home from which the laundry received a request for the bridge lessons in printed form. It is remarkable how definitely these pins block out the quality residence districts of Des Moines from which a laundry logically expects to secure the bulk of its patronage. All told, the sponsor received requests from 2,300 homes before discontinuing the offer of free printed material due to saturation of route facilities for servicing the lesson-deliveries.

It should be kept in mind that only residents of Des Moines were eligible to receive the free printed material. Also, that each request furnished an average of 20 sales contacts at the listener's home. It is most important to remember that requests were received from a gratifying percentage of all homes in our potential market and that practically no requests came from nonproductive districts.

Actual sales results speak for themselves. For a year prior to going on the air last October, the trend of our sales was neither up nor down and for about a month after the broadcasts began, there was no appreciable increase in volume. In December, a slight increase was noticed in the sales of all family service. In January, this increase assumed healthy proportions and from then on to the present date, has gained steadily. We selected our Thrifty Service to 'plug' on the air and for the first four months of 1936, this service registered gains of 26%, 38%, 61% and 51% each month over the corresponding periods of 1935. At the same time, substantial gains were being made in the volume of all other family services, the average gain for all family services being 11%, 21%, 34% and 34% for the first four months of 1936 over the corresponding months of 1935.

The campaign was a convincing demonstration that by proper selection of program, advertisers can control the radio audience which they wish to reach.

Alert advertisers can use radio as a graceful medium to produce sales contacts in a vast majority of the quality homes in all parts of the country.

The idea of syndicating a series of transcriptions, featuring Mr. and Mrs. Ely Culbertson and the latest 1936 developments of their popular system of contract bridge, has been conceived. In addition to the transcriptions, the service would include copyrighted printed reproductions of lessons for distribution to listeners.

U. S. Court Dismisses Beegel Suit for Damages

ALL SIX counts of a $300,000 damage suit filed against Standard Oil Co. of New Jersey, McCann-Erickson Inc., NBC and Groucho and Chico Marx by Morris Beegel, New York attorney, were dismissed June 1 by Judge Coxe of the U. S. District Court.

Beegel had charged humiliation and damage to his professional standing as a result of the Beagle, Shyster & Beegle skits sponsored by Standard Oil on NBC in 1932. By agreement a jury was waived. When Beegel had made his first complaint during the Esso series, the name of Marx fictitious law firm was changed to Flywheel, Shyster & Flywheel. John H. Hayes, of Hayes, Nottingham & Combs, New York, was counsel for the codefendants.

Drug Trade in Midwest

DRUG TRADE PRODUCTS, Chicago, (makers of Peruna, Colorbak), through Benson & Dall Inc., Chicago, is sponsoring a half-hour musical program every night at 9 p. m. CST except Tuesdays, on KMOX, St. Louis and WBBM, Chicago. The program, which originates in the KMOX studios, is popular in nature and has 40 in the cast.

Copeland Measure Lost in Congress

Wheeler-Rayburn FTC Bill Is Buried in Legislative Jam

DESPITE failure of Congress to adjourn during the week of June 8, hope of enactment of the battle-scarred Copeland Bill (S.5) to regulate the sale and advertising of food, drugs and cosmetics is regarded as practically nil at this writing.

The way had been paved for the reporting out of a special rule whereby the House would consider the measure during the June 8 week, but the death of Speaker Byrns, which caused a recess, prevented this. So far as known, the Rules Committee has no present intention of giving the bill a place on the floor during the waning days of the session. Moreover, much opposition has developed to the House version of the bill on the ground that it is too weak to do any good in protecting against the outer-fringe charlatans in the drugs and cosmetics fields.

It is understood the American Medical Association and groups representing consumer interests will seek to have the bill defeated or delayed until too late for action, in the hope that at the next session they can obtain a more stringent measure. Considerable opposition too is known to exist because the House measure would divide jurisdiction between the Department of Agriculture and the Federal Trade Commission, whereas the bill as it passed the Senate last year after a hectic two-year battle reposed jurisdiction entirely in the Department.

Trade Commission Bill

THE FATE of the Copeland Bill also seems to face the Wheeler-Rayburn Bill which would give the Trade Commission greater leeway in its handling of its activities by eliminating the requirement that it prove "unfair competition" and simply permitting it to proceed against "unfair or deceptive acts and practices" including advertising. Strong opposition to the measure on the ground that it would promote government snooping in business to an unprecedented extent came from many organizations, including the National Association of Manufacturers, American Newspaper Publishers Association and the National Editorial Association at hearings on the bill before the House Interstate & Foreign Commerce Committee.

Opponents of the measure say it has been "pigeonholed" beyond any doubt at this session. The Trade Commission, however, is still optimistic. House leaders won't promise anything in the way of legislation not yet on the floor. They are all looking toward adjournment and the political campaign.

Two Test via WHN

TWO NEW campaigns in the nature of radio tests were placed on WHN, New York, early in June by Neff-Rogow Inc., New York agency. Eastern Nu Enamel Co., New York (paints and varnishes), signed for 10 announcements a day for 52 weeks, and Frederick F. Lowenfels, New York (Hotel Bar Butter) took U. P. news at 7:15-7:30 a. m., six days weekly.

XUM

New Network Joins 51 Stations; Remington-Rand First Sponsor

New York, Yankee, Affiliated and Michigan Network Stations Included; Rand Heads Sales Firm

THE BIGGEST hookup of regional networks and stations in radio history was consummated June 7 when Remington - Rand Inc., Buffalo (office equipment and business machines) undertook sponsorship of a new dramatized news program titled *The News Comes to Life* over 51 stations, Sundays, 6:30-7 p. m. (EDST).

The special combined network links the stations of Associated Broadcasters of New York, Yankee Network Affiliated Broadcasting System, Michigan Network and other scattered units all keyed from WINS, Hearst station in New York, and signed for 13 weeks.

The project was engineered by James H. Rand 3d, son of the president of Remington - Rand, who announced the formation of a new sales sales organization specializing in selling the network to national advertisers, with temporary offices in the Remington-Rand Bldg. at 205 E. 42nd St., New York. It will be known as Pan American Radio Sales Co., and will shortly be incorporated.

Young Rand was assisted by Burt Squire, manager of WINS and moving spirit in the recent formation of Associated Broadcasters of New York, an Empire state network of nine stations, and by Scott Howe Bowen, former station representative and owner of WIBX, Utica, N. Y. whose affiliation with Associated Broadcasters as a "consultant" was announced two weeks ago. Mr. Bowen has been invited to join Pan American, also as a consultant, but as BROADCASTING went to press he had not decided whether to accept.

Shift in Program

WHILE young Rand as president of the new organization insisted that Remington-Rand as a firm is not involved in the project beyond being its first sponsor, it was regarded as significant that Gerald K. Hughes and Winfield Hoyt, both of the Remington-Rand Co., were named vice president and treasurer, respectively, with William Huber, attorney, as secretary. Young Rand's interest in radio grows out of his work in the advertising department of his father's company, which was formerly the sponsor of the *March of Time* and which until June 12 was sponsor of *Five Star Final* over WOR and the Inter-City Group. He was also formerly interested in General Broadcasting Co., a Cleveland transcription firm.

The *Five Star Final* show was cancelled along with Remington Rand's Edwin C. Hill program on the NBC-Red network, which went off June 6. Strike difficulties at the Remington-Rand plant were given as the reason for the cancellation, it being stated that the company is now behind in its orders. Remington-Rand will return to WOR and possibly Inter - City this fall with a new 13 week series, it was stated.

The company's strike difficulties, however, did not deter young Rand from securing his father's concern as the first sponsor of the new 51-station hookup. It comprises the nine stations of the Associated Broadcasters of New York network, 12 of the Yankee Network, 20 of the Affiliated Network and eight of the Michigan Network, with WJAY, Cleveland, and WSPD, Toledo, as additional outlets. WNAC is the Boston outlet and WJJD is the Chicago outlet.

An effort to clear time on the Inter-City Group and add it to the hookup was said to be under way, with plans afoot to add the following Inter-City stations as permanent units: WMCA, New York; WIP, Philadelphia; WOL, Washington; WDEL, Wilmington, and WCBM, Baltimore. A. T. & T. wires are being used throughout.

The *News Comes to Life* program was at first announced as *The March of Events* but this name was dropped presumably because it conflicted with *The March of Time* which Wrigley took under sponsorship after it was dropped by Remington-Rand in favor of *Five Star Final* on WOR-Inter-City. It uses a large cast of actors and Louis Katzman's orchestra.

First ABC Account

THE HOOKUP'S first account was also the first commercial to go on the recently formed Affiliated network headed by Samuel Insull, the former ultilities magnate. The fact that NBC and CBS stations might be added to the hookup with several already included, was known to be disturbing officials of those networks.

Pan American, according to Mr. Rand, intends to sell time to any and all acceptable sponsors on this network, but its sales efforts will inevitably be concentrated on daytime hours because of local and regional network commitments of longer standing. Mr. Rand told BROADCASTING that Pan American would only sell the hookup as a unit, and would not act for any of the individual stations or groups. The cost to Remington-Rand for its new Sunday half-hour is $3,500.

Leeford Advertising Agency, 315 Fourth Ave., New York, recently organized, which handles some of Remington-Rand's accounts, is the agency for this account, and it was partially instrumental in the establishment of the new network. Also negotiating for its start with Remington-Rand as the first account, besides Messrs. Rand, Squire and Bowen, were John Shepard 3d for Yankee. George Roesler for Affiliated, H. Allen Cambell for Michigan, E. Y. Flannigan for WSPD and Mrs. Edythe Fern Melrose for WJAY.

All of the stations, it was agreed, will merchandise the Remington-Rand program without any extra fees added to their time charges.

QUEEN MARY—As the British superliner "Queen Mary" steamed up the Hudson, WOR and Mutual got firsthand information from the decks through its own crew, which made the voyage. Shown in top picture (left to right) are G. W. (Johnny) Johnstone, WOR special events and publicity director; Harlan Eugene Read, commentator; Ray Winters, WOR announcer and in the rear Cameron King, nautical expert. At bottom are Commodore Sir Edgar T. Britten, of the "Queen Mary" and Roger Eckersley, British Broadcasting Corp. controller of programs, as they spoke on an NBC network from Radio City.

Camel Takes Full Hour

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on June 25 will discontinue its twice weekly CBS half-hour programs in favor of an hour series to originate from Hollywood, the new Hollywood program to make its debut over a CBS network Tuesday, June 30, 9:30-10:30 p. m. Sam Moore, director of radio for the agency, William Esty & Co., is in Hollywood auditioning movie celebrities for the new program. While no talent had been signed as BROADCASTING went to press, it is believed that the program will use guest stars backed by Benny Goodman and Nathaniel Shilkret's orchestras with Rupert Hughes as master of ceremonies. Mr. Moore will remain in Hollywood to produce the program.

Symons-Craney Buy KXL

TOM W. SYMONS Jr., operator of KFPY, Spokane, and E. B. Craney, operator of KGIR, Butte, Mont., were disclosed as the purchasers of KXL, 100-watter of Portland, Ore., in applications filed with the FCC June 12. Subject to FCC approval, they have agreed to buy the station in equal parts from H. B. Read at a price of $20,000, with Judge John Kendall and several other Portland men as qualifying share holders.

Kelvinator Starting

WITH local distributors picking the outlets, Kelvinator Corp., Detroit, in July will start an extensive spot campaign in all communities in which it has distribution. Geyer, Cornell & Newell Inc., New York, is the agency.

Broadcasts Feature "Queen Mary" Trip

SOME 60 broadcasts from the British super-liner *Queen Mary* during its maiden voyage to New York gave the Cunard Line an even greater radio publicity break than the *Normandie* got on her first crossing. Almost without exception, the broadcasts relayed to NBC, CBS and MBS came through with remarkable clarity — a high testimonial to the technical installation of the I. T. & T. and to the engineering work of both the ship and the British Broadcasting Corp. staff.

More broadcasts would have been carried, according to observers who were aboard, except for the huge demand for private radiotelephone facilities which frequently crowded off regular schedules. All of the networks had their own representatives on board as guests of the line, with the BBC handling all engineering phases.

For NBC, John F. Royal, program vice president, and Fred Bate, London representative, made the trip. CBS sent Don Ball, announcer, over to return with Cesar Saerchinger, its European representative. MBS was represented by G. W. Johnstone, director of public relations, and Harlan Eugene Read, commentator.

The BBC staff was headed by Roger Eckersley, program director, and R. H. Wood, chief of special events, with John Watt as production man and George Blake as special announcer. John Snagge headed the group of O. B. (outside broadcast) engineers, who comprised C. M. Hall, W. G. Preston and J. F. Howard.

Option For WALR Sale For $25,000 Is Revealed At Hearing Before FCC

OPTION for the sale of WALR, Zanesville, O., 100 - watter, to the Community Broadcasting Co., of Toledo, for a sum in the neighborhood of $25,000 was revealed at a hearing June 10 before FCC Examiner Walker. The hearing involved the application for removal of WALR to Toledo, as well as the new station application of Community Broadcasting Co., for stations in Toledo on 1200 kc. with 100 watts daytime.

Frazier Rheems, president of Community, under cross - examination revealed his option for the WALR purchase. The option was procured for $5,000, he testified, and the purchase was to be conditional upon removal of WALR to Toledo. The $5,000 was advanced, Mr. Rheems said, by the Fort Industry Co. of which George B. Storer, prominent broadcaster and industrialist, is head. Fort Industry is also principal owner of WSPD, Toledo.

Also participating in the hearing were WJIM, Lansing, Mich., which operates on the 1210 kc. channel on which WALR is assigned. This station protested the move on interference grounds in 1934 when the FCC originally granted the WALR move without hearing and then set it aside. Last month the application of Continental Radio Co., Scripps Howard subsidiary, for a new station in Toledo on 1200 kc. was heard, and this applicant also participated in the hearing as a respondent.

Davis Amendment Repeal Lifts Quota Bar

End of Rule of Thumb Paves Way for FCC to Improve Existing Outlets and Possible Network Expansion

THE SO-CALLED Davis Amendment governing distribution of broadcast station facilities was erased from the statutes June 5 when President Roosevelt signed the bill repealing the clause which for eight years has been the most controversial provision of radio law.

As a direct result it is expected the FCC Broadcast Division will be swamped with applications from stations for improved facilities and new stations. The bulk of the petitions, however, will be in the nature of refiled applications which previously have been denied because of the rigid Davis Amendment and the Commission "quota system" devised pursuant to it.

The Davis Amendment, included in the original radio law as a sort of halter on the old Radio Commission, divided the country into five radio zones, disproportionate in size but approximately equal in population. It specified that broadcasting stations, hours of operation, power and licenses be allocated equally among the fire zones, and equitably among the states in each zone according to population. The provision, however, was incapable of full enforcement because of natural limitations, and had been violated more or less consistently by the Radio Commission and the FCC.

Technical Factors

REPEAL of the amendment presumably opens the way at once for the stepping up of station assignments wherever consistent with technical limitations. There are few desirable places in the country where additional stations can be installed without interference. In the open spaces of the West and South where additional facilities might be installed, now that the Davis Amendment is out of the way, there are generally presented economic factors which would not warrant additional outlets.

It is expected that, as an eventuality of the repeal, a substantial number of 100-watt stations will be increased perhaps to regional status and that some part-time regionals will be increased to full time. Heretofore some of these have been restricted in the main to reduced operating status because of quota rather than technical restrictions.

Of great significance is the possible augmenting of existing networks and perhaps the development of others through increases in station facilities. National advertisers and agencies generally have looked with disfavor upon 100-watt stations as network outlets or for national business. As a consequence the major networks with only a few exceptions have been inclined to scorn 100-watters even though the markets they serve might be desirable.

With the expected increases in status of stations in certain markets from part-time outlets or from locals to regionals, it is entirely conceivable that a number of them will be added to NBC and CBS. In the case of Mutual Broadcasting System, newest of the network enterprises, it is known to be canvassing the field looking toward possible expansion transcontinentally, but it has been loath to deal with 100-watters and, of course, cannot use part-time stations.

Mutual is known to be interested in such cities as Washington, St. Louis, Cleveland, Baltimore, Kansas City and Salt Lake City. But it wants outlets with sufficient power to attract national and regional accounts for its "major market" project.

Other regional and state networks might be expanded on the same basis, notably Inter-City Group, keyed from WMCA, New York, and which now serves nine stations along the eastern seaboard. NBC also is working toward expansion of its Blue network as an all-inclusive nationwide undertaking, and probably would be in the field for desirable regional outlets in the Southwest and South.

The House voted June 1 to repeal the Davis Amendment without a dissenting voice. It was reached in the usual course on the consent calendar and was adopted without debate or discussion. It had passed the Senate on April 24. FCC Chairman Prall, in letters to the respective chairmen of the Senate and House Committees, had urged repeal of the amendment, just as had been done during the last three sessions of Congress.

Along with the Davis Amendment, the so-called quota system, adopted in 1930, is automatically nullified. Under it, the old Radio Commission established an arbitrary unit of measure, a unit being the equivalent of one station of 1,000 watts night power operating full time. Thus a station on a clear channel with 5,000 watts or more operating full-time is valued at five units. Lower power stations and time-sharing stations were prorated in unit value accordingly. Under this system 400 units were set up for the country, or 80 to each zone.

Many States Over the Quota

MORE than a year ago, the FCC revised the old quota system to distinguish between day and night quotas. Each zone was entitled to 36 night quota units and to 65 day quota units. Indicative of the disparity in allocations under this quota system is the last tabulation of assignments made by the FCC as of June 1 and reproduced herewith.

This table shows that of the 48 states and the District of Columbia, 30 are overquota in night facilities and 19 underquota. In day facilities, 31 of the states are underquota and the remaining 18 overquota.

In any event, with the repeal of the Davis Amendment and the scrapping of the quota system, the way is opened for the FCC Broadcast Division to allocate facilities wherever it can be done without undue technical or economic hardships.

Even though the legal barrier was more imaginary than real in the past, in no few cases the FCC has relied upon the overquota condition of a particular state or zone to deny increased facilities. Now it cannot make such contentions. The general view is that whether the repeal will work for good or for evil will depend upon the manner in which it is administered.

At FCC headquarters it was stated there is no intention of doing anything about increased facilities such as might be possible under the new law until the summer recess is over. The plan is for the FCC to recess during July and August, during which time it would not hold hearings. Moreover, in routine cases of increased hours or power or the like, which now would be permissible, it is not the intention of the Broadcast Division to put applicants to unnecessary expense through hearings. Only where the issues are confused, or where there is economic or technical protest from competitive stations or from those on adjacent or the same frequencies, does it intend to invoke the hearing process.

"We hope to use and not abuse the provisions of the law as amended," Chairman Prall declared June 6. "Where there is recognized need for additional facilities which can be awarded without conflicting with engineering requirements, the FCC proposes to authorize the improved service. The new law does give the FCC greater freedom in considering applications for increased facilities, and it will do its utmost to improve service in the public interest, convenience and necessity."

As revised, the law with respect to allocations, now reads:

In considering applications for li-

(*Continued on page 40*)

FAREWELL TO QUOTA!

(Quota Analysis Existing June 1, 1936, When Congress Voted to Repeal Davis Amendment)

FIRST ZONE

State	NIGHT Due	NIGHT Assigned	NIGHT Units Over or Under	NIGHT Percent Over or Under	DAY Due	DAY Assigned	DAY Units Over or Under	DAY Percent Over or Under
Conn.	2.13	1.92	—0.21	—10	3.85	3.45	—0.40	—10
Del.	0.32	0.20	—0.12	—38	0.57	0.33	—0.24	—42
D. C.	0.64	0.60	—0.04	— 6	1.16	0.90	—0.26	—22
Maine	1.06	1.14	+0.08	+ 7	1.91	1.72	—0.19	—10
Md.	2.16	1.98	—0.18	— 8	3.91	4.10	+0.19	+ 5
Mass.	5.63	5.51	—0.12	— 2	10.17	7.45	—2.72	—27
N. H.	0.62	0.43	—0.19	—31	1.11	0.80	—0.31	—28
N. J.	5.36	4.105	—1.255	—23	9.67	5.055	—4.615	—48
N. Y.	16.69	18.77	+2.08	+12	30.14	22.02	—8.12	—27
R. I.	0.91	1.10	+0.19	+21	1.65	1.20	—0.45	—27
Vt.	0.48	0.56	+0.08	+17	0.86	0.86	—0.00	— 0
Total	36.00	36.315	+0.315	+ 1	65.00	47.885	—17.115	—26

SECOND ZONE

State	NIGHT Due	NIGHT Assigned	NIGHT Units Over or Under	NIGHT Percent Over or Under	DAY Due	DAY Assigned	DAY Units Over or Under	DAY Percent Over or Under
Ky.	3.38	3.95	+0.57	+17	6.10	4.25	—1.85	—30
Mich.	6.25	5.05	—1.20	—19	11.28	7.09	—4.19	—37
Ohio	8.58	9.83	+1.25	+15	15.50	12.86	—2.64	—17
Pa.	12.43	12.38	—0.05	— 0	22.45	14.95	—7.50	—33
Va.	3.13	4.85	+1.72	+55	5.64	6.54	+0.90	+16
W. Va.	2.23	2.19	—0.04	— 2	4.03	4.30	+0.27	+ 7
Total	36.00	38.25	+2.25	+ 6	65.00	49.99	—15.01	—23

THIRD ZONE

State	NIGHT Due	NIGHT Assigned	NIGHT Units Over or Under	NIGHT Percent Over or Under	DAY Due	DAY Assigned	DAY Units Over or Under	DAY Percent Over or Under
Ala.	3.32	2.65	—0.67	—20	5.99	4.60	—1.39	—23
Ark.	2.32	2.77	+0.45	+19	4.19	4.95	+0.76	+18
Fla.	1.84	3.65	+1.81	+98	3.32	5.40	+2.08	+63
Ga.	3.64	4.46	+0.82	+22	6.58	5.10	—1.48	—22
La.	2.63	5.40	+2.77	+105	4.75	5.60	+0.85	+18
Miss.	2.52	1.32	—1.20	—48	4.55	2.42	—2.13	—47
N. Car.	3.97	4.45	+0.48	+12	7.17	4.95	—2.22	—31
Okla.	3.00	3.51	+0.51	+17	5.42	5.65	+0.23	+ 4
S. Car.	2.18	1.30	—0.88	—40	3.93	3.20	—0.73	—19
Tenn.	3.28	6.05	+2.77	+84	5.92	7.75	+1.83	+31
Texas	7.30	11.14	+3.84	+53	13.18	14.12	+0.94	+ 7
Total	36.00	46.70	+10.70	+30	65.00	63.74	—1.26	— 2

FOURTH ZONE

State	NIGHT Due	NIGHT Assigned	NIGHT Units Over or Under	NIGHT Percent Over or Under	DAY Due	DAY Assigned	DAY Units Over or Under	DAY Percent Over or Under
Ill.	10.14	11.41	+1.27	+13	18.30	16.77	—1.53	— 8
Ind.	4.30	3.65	—0.65	—15	7.77	6.54	—1.23	—16
Iowa	3.28	5.75	+2.47	+75	5.93	8.63	+2.70	+46
Kansas	2.50	2.49	—0.01	— 0	4.51	4.12	—0.39	— 9
Minn.	3.41	4.18	+0.77	+23	6.15	5.77	—0.38	— 6
Mo.	4.82	5.23	+0.41	+ 9	8.70	9.74	+1.04	+12
Nebr.	1.83	1.96	+0.13	+ 7	3.30	5.65	+2.35	+71
N. Dak.	0.90	1.40	+0.50	+56	1.63	2.10	—0.47	+29
S. Dak.	0.92	0.86	—0.06	— 7	1.66	2.13	+0.47	+28
Wisc.	3.90	3.50	—0.40	—10	7.05	6.72	—0.33	— 5
Total	36.00	40.43	+4.43	+12	65.00	68.17	+3.17	+ 5

FIFTH ZONE

State	NIGHT Due	NIGHT Assigned	NIGHT Units Over or Under	NIGHT Percent Over or Under	DAY Due	DAY Assigned	DAY Units Over or Under	DAY Percent Over or Under
Ariz.	1.32	1.37	+0.05	+ 4	2.38	1.69	—0.69	—29
Calif.	17.18	19.97	+2.79	+16	31.02	24.18	—6.84	—22
Colo.	3.13	4.61	+1.48	+47	5.66	5.25	—0.41	— 7
Idaho	1.35	1.60	+0.25	+18	2.43	2.25	—0.18	— 7
Mont.	1.63	2.15	+0.52	+32	2.94	3.05	+0.11	+ 4
Nev.	0.27	0.30	+0.03	+11	0.49	0.30	—0.19	—39
N. Mex.	1.28	1.13	—0.15	—12	2.31	2.95	+0.64	+28
Ore.	2.89	4.12	+1.23	+42	5.21	6.19	+0.98	+19
Utah	1.54	3.30	+1.76	+114	2.78	3.30	+0.52	+19
Wash.	4.73	7.73	+3.00	+63	8.54	9.94	+1.40	+16
Wyo.	0.68	0.40	—0.28	—41	1.24	0.40	—0.84	—68
Total	36.00	46.68	+10.68	+30	65.00	59.50	—5.50	— 8

INTRODUCING

George P. Hollingbery

Former Advertising Manager Chicago Herald and Examiner

now owner of

George P. Hollingbery Company

representing Radio Station WREN

in Chicago

Telephone State 2898 — 307 North Michigan Avenue.

Only Outlet for NBC Blue Network Programs Between St. Louis and Denver

WREN

New York City Representatives
Furgason & Aston, Inc.
234 West 56th Street — Telephone Columbus 5-7973

Merchandising Notes

Buick and Boxers—Free Puppies—Flowers From Kate—Telling the Clergy—Plee-Zing Pleased

BUICK MOTOR Co., which will sponsor the broadcast of the Joe Louis - Max Schemling fight June 18, has begun a build - up of the event, which headlines the promotional program of the automobile company for the month. Clem McCarthy and Edwin C. Hill have been scheduled to handle the broadcast. Recalling the favorable impression these two men made at the time of the broadcast of the Louis - Baer fight, Buick is using small space in all newspaper advertising, calling attention to the broadcast, which goes over the Blue and Red networks of the NBC.

Thomas H. Corpe, director of advertising and sales promotion, has announced that "listening posts" will be established in all Buick salesrooms throughout the country, to which the public will be invited at the time of the fight. Posters and dealer displays are calling attention to this feature. District managers of the company are also engaged in a sales contest, prizes for which will be ringside seats at the event.

* * *

WMBH, Joplin, Mo., provided the Life Underwriters' Association of that city with interesting promotion during the recent National Life Insurance Week. Ray Sollars, of the WMBH continuity staff, planned a campaign of transcribed programs and spot announcements. Display pictures and literature were placed in the station.

So successful was the campaign that Charles P. Gish, president of the Underwriters, who had not planned to use radio at first, wrote this: "We are happy indeed to say that we are very appreciate of the results that are coming in, and we are sure the Joplin Life Underwriters Association will not want to ever be without the assistance of your broadcasting station for Life Insurance Week in the future."

* * *

AS PART of the merchandising of the new General Mills series, WOAI, San Antonio, recently auditioned the new program series which features *Hymns of All Churches, Betty & Bob* and *Betty Crocker*, before chain grocers at one of their regular meetings for store managers. Other auditions will probably be made. Supplementary remarks are also explained to the grocerymen. Letters were sent to all clergy telling them about *Hymns of All Churches*. Later on, contacts with over 300 grocers will be made, as customary on these types of accounts, to find effects on sales.

* * *

KENO PACKING CO., Southgate, Cal., through the Charles H. Mayne Co., Los Angeles agency, is using a weekly evening 45-minute period on KEHE, Los Angeles in the form of a juvenile revue with talent from the Fanchon & Marco school of the theatre. Tickets for the program are given to market and grocery establishments and may be secured without evidence of purchase. Prizes, including a dog, are given each week with the prize drawing held for the numbered tickets.

WSM, Nashville, is giving away a half-million copies of a "WSM Appreciation Edition" of *Radio Guide*, fan magazine, at its exhibit at the Texas Centennial. The 12-page edition contains data on talent, a story of the WSM *Grand Ole Opry*, a page of WSM pictures. Cooperating in the WSM exhibit is National Life & Accident Insurance Co., operating the station.

* * *

TWELVE daily commercial announcements, each of which is announced with a contest key letter, are broadcast by WDGY, Minneapolis. At the end of 13 weeks prizes will be awarded to listeners who have completed daily slogans made up from the key letters. The contest is described as effective in selling summer time.

* * *

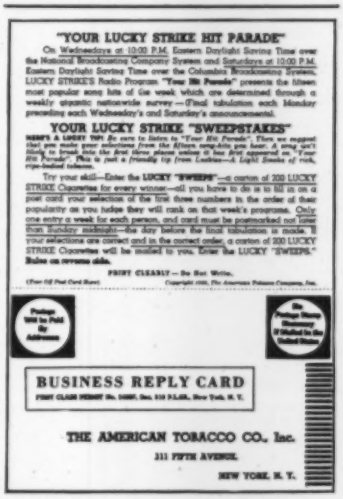
LOS ANGELES Post Office has launched a courtesy program one evening a week on KEHE with interviews of postal heads and dramatizations of features of the postal facilities. The station dramatic staff provides the cast. The post office has placed streamers on all of its motor equipment to inform the public of the series.

* * *

BEARING the title *Thoughts Uncovered*, a black and aluminum promotion piece issued by WOAI, San Antonio, cites coverage and advertising data for advertisers and agencies. Charts and typographical novelties are employed to carry the message.

* * *

WLS listeners have purchased well over 50,000 copies of the *1936 WLS Family Album*. The book contains nearly 100 pictures of WLS artists and staff members. It is the seventh edition, and sells for 50c.


"YOUR LUCKY STRIKE HIT PARADE"

On Wednesdays at 10:00 P.M. Eastern Daylight Saving Time over the National Broadcasting Company System and Saturdays at 10:00 P.M. Eastern Daylight Saving Time over the Columbia Broadcasting System, LUCKY STRIKE'S Radio Program "Your Hit Parade" presents the fifteen most popular song hits of the week which are determined through a weekly gigantic nationwide survey—Final tabulation each Monday preceding each Wednesday's and Saturday's announcement.

YOUR LUCKY STRIKE "SWEEPSTAKES"

HERE'S A LUCKY TIP! Be sure to listen to "Your Hit Parade". Then, we suggest that you make your selections from the fifteen song-hits you hear. A song isn't likely to be in the first three places unless it has first appeared on "Your Hit Parade". This is just a friendly tip from Lucky Strike—A Light Smoke of rich, ripe-bodied tobaccos.

Try your skill—Enter the LUCKY "SWEEPS"—a carton of 200 LUCKY STRIKE Cigarettes for every winner—all you have to do is to fill in on a post card your selection of the first three numbers in the order of their popularity as you judge they will rank on that week's programs. Only one entry a week for each person, and card must be postmarked not later than Sunday midnight—the day before the final tabulation is made. If your selections are correct and in the correct order, a carton of 200 LUCKY STRIKE Cigarettes will be mailed to you. Enter the LUCKY "SWEEPS."

Rules on reverse side.

PRINT CLEARLY — Be Sure Write.

(Your Old Post Card Does) Copyright 1936, The American Tobacco Company, Inc.

Postage Will Be Paid By Addressee

No Postage Stamp Necessary If Mailed In the United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 36881, Sec. 510 P.L.&R., New York, N. Y.

THE AMERICAN TOBACCO CO., Inc.

111 FIFTH AVENUE,

NEW YORK, N. Y.

SWEEPSTAKES — American Tobacco Co. is distributing these entry blanks for its Hit Parade sweepstakes through tobacco dealers. Starting June 3 both Red and Blue networks of NBC have been used for the Lucky Strike Wednesday series, the first time a sponsor has used both simultaneously for a regularly scheduled program. On CBS the Hit Parade is broadcast Saturday evenings.

SELFRIDGE ELECTRICAL Co., Boston, broadcasting a Friday 15-minute series on WMEX, Boston, is giving away either a refrigerator of standard brand, an American Bosch radio, an Apex washer, or the equivalent of $100 in other household commodities, in a promotional campaign, placed by Torrey & Ryan, Boston. John B. Reilly, program director of WMEX, evolved the idea that, for the best letter received each week telling which of these three items the writer would like if he won, and WHY, the winner would receive his choice. The letter must include the name, year, and model of each or all of these three household fixtures, which the writers have in their homes. From this information the sales department culls data on items needed in homes.

* * *

THE *Kate Smith* CBS program, sponsored by A & P, tied-in with the Florist's Telegraph Delivery Association in sending free flowers to every permanent invalid and those who are ill and rarely receive any flowers. The flowers were delivered on International Flower Shut-in Day, Sunday, June 14. Posters in all the A & P food stores told of the plan and advised patrons to hear the Kate Smith program for further details. Kate and a CBS microphone had a prominent place in the posters.

* * *

WMFG, Hibbing, Minn., concocted a bright contest idea to build up its audience in nearby Chisholm, Minn., population 8,000. A musical guessing contest was started, with 100-word announcements in which the first person phoning in the name of the number received a gift from a sponsor. The first program drew about 200 calls. When the number grew to 800, the tele phone company couldn't stand it any longer. The program will be continued without the telephone angle.

* * *

DOLLAR bills were traded for two-cent stamps by WMAZ, Macon, Ga., when E. K. Cargill, manager, sent this message to a number of advertising prospects: "We'll trade you a crisp one dollar bill for a two-cent stamp. Just copy the following paragraph on your letterhead in your own handwriting and mail it to us. In return, we'll send you the dollar for your trouble." The paragraph contained data on WMAX coverage, vacation habits, auto radios and a WMAZ success story.

* * *

WSYR, Syracuse, sends to advertisers trade reports with result histories of each product advertised. Generally no report is sent until a product has been on the air at least two months. A "Result Report" form has been prepared by the merchandising department, with space for name of advertiser, product, agency, sales problem, how solved, merchandising activities, results, comments.

* * *

BRUCE WALLACE, promotion and publicity director of Central States Broadcasting System, has prepared a summer sales booklet for salesmen and prospects of KFAB, KOIL and KFOR. The book, *The Truth About the Doldrum Theory and the Good Old Summer Time*, uses and quotes statistics on the national summer sales markets gathered from numerous surveys.

TONIGHT—GALA PERFORMANCE
LUX RADIO THEATRE
first time direct from Hollywood
CLARK GABLE
MARLENE DIETRICH
in "The Legionnaire and the Lady"
based on the famous motion picture "MOROCCO"
Under the direction of Hollywood's distinguished producer
CECIL B. DE MILLE
A FULL HOUR EVERY MONDAY NIGHT
WABC
9 P.M. E.D.S.T.

LUX SPOTLIGHT — Newspaper promotion was used by Lever Bros. Co. to anounce the shift of the "Lux Radio Theatre" to Hollywood as well as the signing of Cecil B. DeMille as director.

LYON VAN & STORAGE Co., statewide California van and storage company with headquarters in Los Angeles, which has added KFOX, Long Beach; KIEV, Glendale and KFSD, San Diego, to bring the list of stations on its program to nine, through Charles H. Mayne Co., Los Angeles, uses weekly 15-minute transcriptions called *Moving Stories of Life*, produced at Recorders Inc., Hollywood. The open and close of each disc can be used for announcements by local branch of the sponsor. In Los Angeles area it is used to announce a giveaway in the form of a map of Los Angeles, Long Beach and Glendale. The vans of the firm use streamers to advertise the program.

* * *

SOME 54,000 food labels representing more than three carloads of merchandise were received by Aument Bros., Lancaster, operating Plee-Zing stores in that city, in a two-month label saving contest open to school children. Extra labels were given with weekend specials, which were designated Red Star Items. A Monday program was staged on WGAL, Lancaster, with newspapers and dealer circulars also being used. Grand prizes were offered as well as weekly prizes. Each week contestants left labels with grocers.

* * *

STERLING PRODUCTS Inc., New York (Phillips Magnesia toothpaste) is dispensing through retail outlets a silver - plated ladle with every purchase of a 25 or 50-cent tube of Phillips toothpaste. The offer will continue until the dealers' supply is exhausted. The program is heard Mondays 8:30 - 9 p. m. over an NBC-Blue network.

* * *

UNITED FOOD STORES, of the Midwest, are using a spot announcement campaign on WGAR, Cleveland, appealing to youngsters. Cookies, fruit and other child-interest foods are promoted during a late afternoon period. Outlines of drawings of animals are distributed to the kiddies and prizes are given to stimulate interest.

XUM

Volume For April Well Above 1935 But Below March

Usual Seasonal Decline Noted; Retail Sponsorship Rises

VOLUME of broadcast advertising in April was $8,829,488, the usual seasonal decline causing a 5.4% dip from the March figure. As is customary, local advertising rose 12% in April, conforming to the usual spring rise in retail trade. The April total, however, was 9.5% above the same month in 1935.

Greatest April gains occurred in regional network and national non-network volume, with local advertising being only .4% above April a year ago. In the rendition totals, transcriptions showed the best gain over March and over the April, 1935, figure, both in national and local business.

In the sponsorship field increases were noted over March in national non-network and local automotive advertising; regional network, national non-network and local gasoline and accessory volume; local clothing and department store advertising and national non-network and local household equipment business.

Automotive Increase

AUTOMOTIVE gains were particularly outstanding as compared with 1935. Gains also were noted in miscellaneous network sponsorship, regional network and national non-network gasoline and accessory advertising and national non-network food volume. Retail establishments increased their use of radio 12.3% above March but fell .1% below the mark for April, 1935.

National network volume dropped 10.6% from March to April; national non-network volume dropped 7.1%; regional network volume rose 1%; local advertising gained 12.5%. Rises in various portions of the medium as compared with April of last year were: National network, up 9.8%; regional network, up 38.5%; national non-network, up 17.8%; local, up .4%.

All media showed increases over the corresponding month a year ago, farm papers rising 20.8%, national magazines 11% and newspapers 8.1%.

Non-network advertising as a whole increased 1.7% over March, local gains more than offsetting the national non-network decline. Clear channel stations non-network volume declined 2.4% with regional and local volume rising 5.2 and 5.8%. Local non-network volume for April increased 21.6% over a year ago, clear channel non-network advertising gained 4.2% and regional volume rose 9%. The gain in total non-network advertising was 8.4% over a year ago.

1936 Gross Time Sales

	March	April	Cumulative Jan.-Apr.
Natl. Net.	$5,400,252	$4,830,251	$19,756,867
Reg. Net.	112,546	113,647	413,965
Natl. Nonnet.	2,097,400	1,937,800	7,608,350
Local	1,722,170	1,947,790	6,559,670
Total	$9,332,368	$8,829,488	$34,338,852

KNOW, Austin, Tex., recently purchased by Hearst Radio Inc., has been added to the CBS supplementary group.

BOOM IN PIANOS
Now Credited to Radio, Once Viewed as an Enemy

THE piano industry, long a bemoaner of radio's advent, has done an about face and at the recent annual meeting of the National Piano Mfrs. Association, radio was credited as a major influence in recent improvement in the industry. In 1928 radio was blamed for a slump in demand which by 1932 had reduced sales some 90%.

W. A. Mennie, secretary of the association, stated at the recent convention that radio has reawakened interest in musical instruments of all kinds, particularly the piano. "Private and group instruction in piano is on a bigger scale now than at any time in the industry's history," he contiuued. New styling of pianos and small uprights have aided in stimulating apartment and general demand.

KTHS IS ACQUIRED BY BARTON GROUP

SALE of KTHS, Hot Springs, Ark., to the interests headed by Col. Tom H. Barton, Arkansas oil man and publisher, was disclosed June 5 when an application was filed with the FCC for transfer of the property from the Hot Springs Chamber of Commerce to Radio Enterprises Inc. The purchase price is understood to be between $50,000 and $75,000.

Col. Barton, who is head of the Lion Oil Co. and who also publishes the *Arkansas Farmer*, is listed as 80% stockholder in Radio Enterprises Inc., with R. E. Meinert, of the oil company, as president, holding 18%. Col. Barton also owns KARK, Little Rock, and KELD, El Dorado.

Radio Enterprises has been formed to hold the radio properties of Col. Barton, with G. Edward Zimmerman, onetime manager of KFRC, Houston, and later with the NBC station relations department, engaged last April to act as manager. Mr. Zimmerman will maintain his headquarters at Little Rock but will supervise all three stations.

Democrat Radio Division To N. Y. After Convention

WITH William B. Dolph heading the radio division and Eddie Dowling heading the stage and screen division, the Democratic National Committee completed its executive setup for publicity by naming Sol A. Rosenblatt as chairman of the motion picture division. The appointment of the former NRA division administrator for the radio and entertainment industries, who is now acting as special copyright counsel for the Associated Independent Radio Broadcasters Inc., was announced June 4 by Chairman James A. Farley. James A. Sauter, of New York, will serve as vice chairman of both the stage and screen and motion picture divisions. All divisions, including Mr. Dolph's, will function out of New York headquarters at 221 Madison Avenue after the Democratic National Convention, with Charles Michelson, publicity director of the committee, moving there, with his staff, from Washington.

From Esquire

"We have plenty of people who imitate dogs—what we want is a dog to imitate people."

GOP Drawing Plan Of Radio Campaign

Extensive Merchandising Effort Based on Radio Contemplated

RADIO promotional methods are being adapted to the political campaign plans of the Republican National Committee's radio division, with Thomas G. Sabin as director of radio supervising the distribution of tieups and aids intended to help local and state Republican committees "merchandise" their candidates more effectively in connection with the use of radio time.

Dramatizations are being urged so far as possible, indicating that the national committee's plans still contemplate political dramas to attract listener interest despite the doubtful reception accorded its first series, *Liberty at the Crossroads*, which the networks refused to carry. The radio division has already issued one promotional piece on "how to advertise and merchandise effectively Republican broadcasts in your community." This suggests such familiar tieins as postcards containing listening data, window streamers, newspaper ads calling attention to programs, automobile banners, broadcast schedules, etc.

May Increase Budget

MR. SABIN through the campaign, for which the Republican committee is expected shortly to allot a radio budget probably exceeding the $500,000 spent in 1932, will divide his time between his Washington headquarters in the Barr Bldg. and his New York headquarters at 1 E. 57th St. Theodore F. Allen, who like Mr. Sabin, was formerly with NBC, has been appointed Washington manager.

John W. Elwood, former NBC vice president, is Eastern manager, with Keith McLeod, formerly with NBC and WIP, as program director, and Claude Bolser working on merchandising and displays. All are at New York headquarters.

It is planned to place all time direct, buying time not only on the networks but using transcription programs and announcements on a larger scale than in the 1932 campaign. A special foreign language drive is planned via radio, using the stations with known foreign language appeal.

2% Cash Discount By Stations Urged

L. T. Bush, of Blackman, Says It Assures Prompt Payment

Mr. Bush

ALLOWANCE by broadcasting stations generally of a cash discount of 2% may be considered on an industry-wide basis at the NAB convention in Chicago July 6-8. The proposal that such discounts be allowed, as a means of assuring prompt payment of bills by advertising agencies, has been advanced to stations by L. T. Bush, secretary-treasurer of Blackman Advertising Inc., New York, who is in direct charge of spot placements for the agency.

In a letter to all stations which have not been allowing cash discounts, Mr. Bush called attention to the growing importance of spot radio. He brought out that over the years media owners have been assured prompt payment because in the main "they were wise enough" to establish a cash discount policy.

Arthur B. Church, chairman of the NAB commercial committee, is expected to raise the question for uniform adoption of cash discounts at the Chicago convention. There is considerable sentiment within the industry supporting it, according to reports, because of the precedent established in other media. Newspaper stations generally are understood to favor the project.

Mr. Bush's Letter

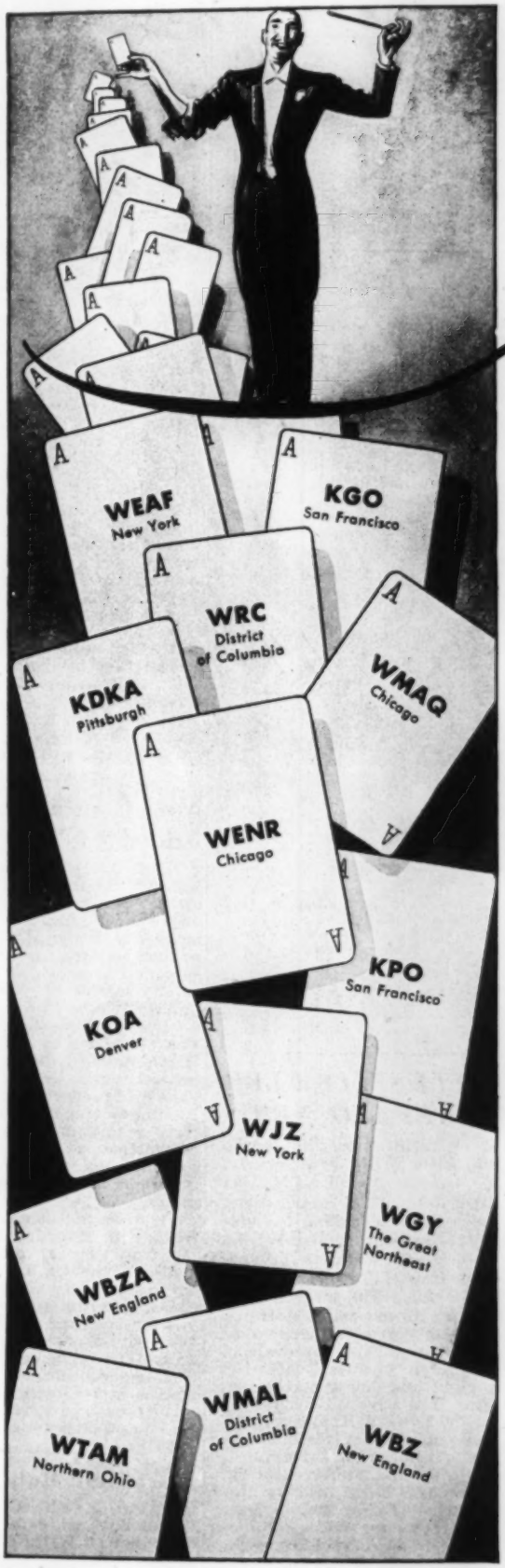
THE letter sent to stations by Mr. Bush follows in full text:

Year by year the use of spot radio for our clients is growing in importance. However, there is one phase of this which gives us cause for concern. That is the fact that very few radio stations allow cash discounts.

Over the years media owners have been assured of prompt payment because in the main they were wise enough to establish a cash discount policy. This made it possible for the agencies to get their money on a certain date and be in a position to meet in turn the media owners' cash discount date. No agency, no matter how amply financed, is in a position to pay media owners' bills on a given date unless the agency has previously been paid by the client. As you must know, no part of a cash discount is retained by the agency. It is passed in its entirety to the client for prompt payment and as stated heretofore its allowance by publishers has made it possible for agencies to pay the media owners on schedule.

With the development of radio to its present effectiveness it is not only possible but quite probable that many campaigns will consist of spot radio. Lacking the cash discount as a tool for securing prompt payment on the part of the client, there is grave danger that the splendid record of agencies in meeting due dates for clients' advertising may be disrupted.

We therefore should like to suggest that if possible you immediately adopt the 2% cash discount on station time. If you are unable to adopt such a policy immediately it will be a great help if you will state to us your recognition of its value and need, and your intention of establishing cash discounts on station time as soon as it is feasible to do so. We shall appreciate receiving your assurance on this point.



Aces

ALL ACES

IT TAKES these powerful stations to make Grand Slams in Sales! Nine great markets—and these great National Broadcasting Company outlets are always ready to play the sales cards for spot and local advertisers. "Local" stations—yes. But powered with the prestige, popularity and influence of the world's largest radio organization—*100 per cent.*

These are the stations ... the pick of the pack:

NEW YORK
WEAF 50,000 watts
WJZ 50,000 watts

THE GREAT NORTHEAST
WGY 50,000 watts

NEW ENGLAND
WBZ-WBZA 51,000 watts

NORTHERN OHIO
WTAM 50,000 watts

DISTRICT OF COLUMBIA
WRC 1000-500 watts
WMAL 500-250 watts

PITTSBURGH AND THE TRI-STATE MARKET
KDKA 50,000 watts

CHICAGO
WMAQ 50,000 watts
WENR 50,000 watts

DENVER AND THE ROCKY MT. REGION
KOA 50,000 watts

SAN FRANCISCO
KGO 7,500 watts
KPO 50,000 watts

Completely Programmed by NBC

☆ ***For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.***

Public Television Begun by Don Lee

Network Using System Devised Secretly by H. R. Lubcke

Mr. Lubcke

THE FIRST public demonstration in America of cathode ray television, framing 300-line images 24 times per second, was given in Los Angeles June 4 by the Don Lee Broadcasting System, whose television director, Harry R. Lubcke, was immediately thereafter assigned to go to Washington to attend the June 8 and June 15 conferences on ultra-shortwave broadcasting.

The transmitting and receiving systems were developed secretly during the last year-and-a-half by Mr. Lubcke, who has been operating experimental station W6XAO since December 1931, starting first with cathode-ray 80-line scanning and gradually developing to the present system. It utilizes films as televising subjects, broadcasting in the 42 to 56 megacycle band on a 45,000 kc. carrier.

Starting June 5, President Thomas S. Lee of the Don Lee system announced that the public demonstrations were to go on a regular daily schedule from 3 to 5 and from 6:30 to 8:30 a. m. (PST). During each of these periods the public is invited to see and hear the combination sight-and-sound receiver on the main floor of the Don Lee building in Los Angeles.

Field Is Wide Open

THE RECEIVER, Mr. Lubcke stated, is of the self-synchronized, cathode-ray tube type developed by himself and first used in May, 1932, when television images for the first time were received in an airplane. Mr. Lubcke holds patents on the equipment and says the principles involved are a radical departure from those of other television investigators. It consists of the cathode-ray tube unit, two scanning sources, the television receiver proper and power supply.

In Washington for an engineering conference June 8, Mr. Lubcke stated that, while ready-made television receivers are not yet available for the reception of any American television broadcasts, the field is wide open today for experimenting by skilled amateurs, who can construct their own receiving sets. For details of how to construct a receiver he has invited all interested to write to the Television Division, Don Lee Broadcasting System, 1076 W. 7th St., Los Angeles.

Ford Renews, Shifts Time

FORD MOTOR Co., Detroit (motor cars), have renewed *Fred Waring and His Pennsylvanians* for 26 weeks on both NBC-Blue and CBS. The CBS renewal is effective June 30, when the program moves to the 9-9:30 p. m. period, Tuesdays, a half-hour earlier than the present schedule. On June 26 the NBC-Blue network program moves to 9-9:30 p. m. Fridays, effective July 3. N. W. Ayer & Son Inc., New York, has the account.

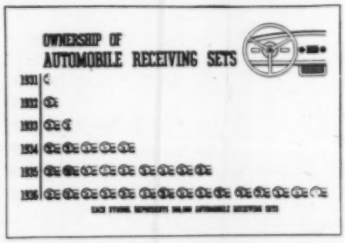
NBC Finds Average Auto Radio Receiver Is in Operation More Than an Hour a Day

ON THE HEELS of its brochure on summer listening, titled *Good New Summertime*, NBC is preparing a "trailer" titled *Radio Takes to the Road*, the result of surveys by Anderson, Nichols Associates. The new booklet will quote figures indicating that people listen an average of 65 minutes a day to auto radios.

Data on auto listening were obtained by house-to-house personal interviews in Worcester, Newark, Cleveland, South Bend and Kansas City last August and November. An NBC Trade News Service release states that "these are really the early days of auto radios, yet with the long strides behind them, they already loom as a big power in advertising. Drivers and passengers of the 3,000,000 radio equipped cars in this country listen an average of 65 minutes per day. And that's just so much extra drive in the sales punch for advertisers who are only paying to reach the 22,869,000 home radio sets upon which NBC bases its potential circulation figures.

"The upswinging line drawn by auto listening patterns itself closely after the development of home listening — both as to rate of increase in set ownership and in length of time devoted to listening. Eventually, that means auto sets will offer a potential circulation as big, if not bigger, than the present home radio set potential circulation! It makes a neat point for advertisers to think about when planning sales and advertising programs.

"In order to encourage auto radio listening, and to have some sort of check upon it, NBC originated a program especially planned



for car sets. It hits the air at the peak time for auto listening — 5 to 5:30 p. m. on Sundays over an extensive network. The half hour of lively mountain music features Fields and Hall. The music and patter are interspersed with "suggestions" to Sunday drivers. It's easy to listen to while driving, and it's all done in a spirit of fun. The "dos and don'ts" for people on the road aren't tinged with the line of the ubiquitous back seat driver, and NBC hopes the front seat driver will find in them solid food for thought — keeping himself and his radio intact for future use."

A summary of the survey results follows:

Use of automobile radios in minutes:

	Summer	Winter
Week Morn.	12 min.	23 min.
Week Aft.	20 min.	23 min.
Week Eve.	28 min.	11 min.
Total	60 min.	57 min.
Sat. Morn.	5 min.	7 min.
Sat. Aft.	16 min.	16 min.
Sat. Eve.	14 min.	7 min.
Total	35 min.	30 min.
Sun. Morn.	10 min.	16 min.
Sun. Aft.	55 min.	48 min.
Sun. Eve.	55 min.	17 min.
Total	120 min.	81 min.

	No. Families	No. Car Families	% of Families With Cars	Radio Cars	% Radio Cars	% of Families With Car Radios	Persons Per Family
Worcester	1071	723	67.5	94	13.0	8.8	4.05
Newark	1328	1020	76.8	100	9.8	7.5	3.79
Cleveland	1671	1326	79.4	237	17.9	14.2	3.92
South Bend	1037	878	84.7	118	13.4	11.4	3.69
Kansas City	1262	890	70.5	148	16.6	11.7	3.75
Total	6369	4837	75.9	697	14.3	10.95	3.84

CBS Rate Increase

INCREASES in the network rates of two CBS stations — WNAC, Boston, and KLZ, Denver — were announced June 8 by William C. Gittinger, CBS sales manager, to go into effect July 8. WNAC's night rate goes to $400 an hour, $240 a half-hour and $160 a quarter-hour, with day and transition rates increased in proportion. No change is made in the rate of WAAB, alternate basic outlet, which begins at $275. The new KLZ night rate is $200, $120 and $80, with day and transition rates up in proportion. Previously the WNAC rate began at $375 and KLZ at $175.

Sunset Oil Uses Three

SUNSET OIL Co., Los Angeles, has started a weekly 45-minute program, *Curtain Calls*, on KFWB, Hollywood, which keys the series to KFOX, Long Beach and KFXM, San Bernardino. Talent consists of Owen Crump, master of ceremonies, and contestants who placed high on KFWB amateur hours in the last two years.

HOWELL SELLS WEBR TO BUFFALO NEWS

SALE of WEBR, Buffalo, to the *Buffalo Evening News* interests, already operators of WBEN, was disclosed June 2 in applications filed with the FCC asking for voluntary assignment of the WEBR and associated shortwave licenses from the Howell Broadcasting Co. to WEBR Inc. The amount paid Herbert H. Howell for the station was not divulged, although the transfer awaits FCC approval.

The station operates with 100 watts night and 250 watts day on 1310 kc. The new WEBR Inc. is headed by Edward H. Butler, editor and publisher of the newspaper, as president and treasurer, with 60% of the preferred stock, the other 40% being held by Majorie Mitchell Baird, who is part owner of the newspaper. All common stock is held by Edward H. Batten Jr. A. H. Kirkhofer, managing editor of the *News*, is vice president, and Clayton H. Underhill, business manager of the newspaper, is assistant treasurer.

PLAN BUCKEYE NET; WAIU IS NOW WHKC

Mr. Carpenter

PLANS for a new Ohio regional network, to be known as the Buckeye Network and to link three of the stations of the *Cleveland Plain Dealer* group, were disclosed June 13, when it became known that it is expected to have lines ready for operation by July 1. At the same time it was disclosed by the FCC that permission has been granted to change the call letters of WAIU, Columbus, to WHKC—presumably to identify it more closely as the companion station to WHK, Cleveland, these being the two stations owned outright by a subsidiary of the *Plain Dealer*. The call letter change is effective July 1.

The Buckeye Network will link WHK, WHKC and WKBN, Youngstown, the latter station being 40% owned by the newspaper organization. It will be headed by H. K. Carpenter, manager of WHK and supervisor of the group. WJAY, Cleveland daytime station, whose transfer to the *Plain Dealer* subsidiary was recently approved by the FCC, will not be part of the network.

Mr. Carpenter will head the network, which will issue a special rate card to go into effect July 1. Free & Sleininger Inc. will act as national representatives.

New Continuity Service Added to WBS Library

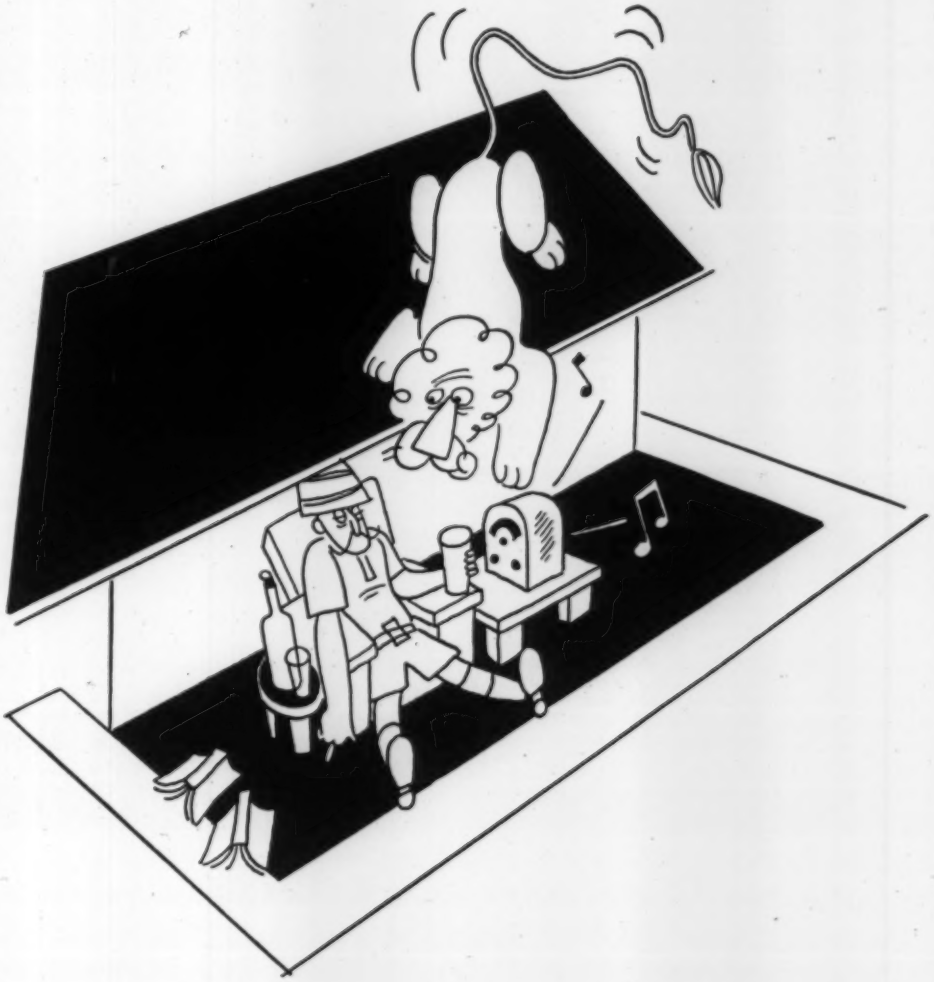
FOR its 145 subscribers to World Library Service, WBS on June 1 started a continuity series based on the 1,500 library selections. The service is designed to offer commercial scripts for local sponsorship and to provide program continuity service.

With release of first continuities a complete merchandising plan was submitted in pamphlet form. It contains instructions on marketing the service and includes a wide variety of products. In addition two 15-minute transcriptions were offered with sample continuities for demonstration to prospects. The samples also serve as patterns for programs built with World library music.

First of the samples is *What's New*, with feminine appeal, dealing with books, pictures, plays and what women are doing in the world. The second is *Your Home*, also a program appealing to women, but devoted to the domestic housewife as opposed to the woman with diverse outside interests. The two continuities include dramatized commercials, and complete scripts enable varying of the appeal to various types of sponsors.

Minit Rub Test

BRISTOL-MYERS Co., New York (Minit Rub) will launch a test spot campaign on WDRC, Hartford, beginning Monday, July 6, 7:45-8 a. m. The program will be a news broadcast, six days a week, for 26 weeks. Young & Rubicam Inc., New York, placed the account.



Farewell to Boredom

WOR holds no brief for boredom, and spikes it whenever the opportunity offers. Since its inception this station has been dedicated to the pursuit of sound entertainment and programs that reflect with characteristic *brio* the spirit of all that is fresh and zestful in the viewpoint of Greater New York. *But not by entertainment alone is WOR known to its millions of loyal followers.* Rare is the listener who has not thrilled to WOR's terse, colorful presentation of the day's news and spot coverage of special events. That such alert programming is appreciated by the majority of 34 million ears in America's largest listening-buying market is well-proven by the response it provokes. In fact, this station's total mail received from January 1, 1936, to date now stands at the grand total of 1,181,065 compared with 429,734 for the same period of 1935 and 337,830 ditto for 1934. Such popularity *cannot* be coincidence. WOR confirms this by smashing each record month after month.

WOR

WOV Negotiations Still Marking Time

Three-Cornered Plan Including Lease to CBS Contemplated

SALE of WOV, New York, for $300,000 in a three-cornered deal which would give WLWL, Paulist Father Station in New York, full-time operation with 5,000 watts power, has been in negotiation for the last month, but with no present indication as to when the deal might be closed. There have been protracted conversations all with the objective of pacifying the militant Paulist group, and CBS has figured in them.

It is understood that originally the plan was for the Paulists to purchase WOV at the $300,000 figure, and then lease the station to CBS, with guaranteed time for its religious programs. These efforts, however, first appeared fruitless and John Iraci, principal owner of WOV, sought to procure WLWL on the same lease arrangement contemplated by CBS, after selling WOV to the Paulist organization. His offer, however, was reported as having been rejected by WLWL on June 10.

Conversation has centered upon a plan which would involve the following:

WOV, operating limited time on 1130 kc. clear channel with 1,000 watts, to be sold to WLWL, for about $300,000.

WLWL, now operating the equivalent of about one day per week on 1100 kc. clear channel with 5,000 watts, to get full time operation on that channel.

WPG, Atlantic City municipally owned station, to relinquish its six-sevenths time on 1100 kc. to WLWL and accept WOV facilities with 1,000 watts on 1130 kc.

KSL, Salt Lake City 50,000 watter, and dominant station on 1130 kc., to consent to full-time operation by WPG on its channel.

Plan for Renewable Lease

THE PLAN then was for CBS to lease WLWL as a 50,000 watt full-time New York station at approximately $30,000 per year, for five years, renewable at five-year intervals, and with a provision for the lease to run as high as $60,000 after the fourth year, depending upon WLWL earnings. A proposition along the same general lines later was made to WLWL, it is reported, by Mr. Iraci.

The leasee, whether CBS or Iraci, would guarantee the Paulists one or two hours daily, plus adequate time on Sundays for religious programs.

The negotiations have been in progress intermittently for about six months. At times they have been heated, particularly because of Mr. Iraci's apparent unwillingness to sell his station at any figure. WOV has been highly successful as an Italian language station in the New York area.

At the conferences during the last several weeks have been Father Edward Lodge Curran, representing Father John B. Harney, Superior of the Paulists; James P. Kiernan, commercial manager of WLWL, who has figured prominently in Paulist activities; Mr. Iraci and Horace L. Lohnes, Washington attorney, for WOV, and Harry C. Butcher, CBS Washington vice president, and Herbert V. Akerberg, station relations manager, for CBS.

This arrangement, among other things, would presumably bring to an end the Paulist crusade and terminate its conflict more particularly with WLWL, New Orleans, Loyola University Jesuit station which operates full time on the 850 kc. clear channel, on which the Paulists have sought to operate simultaneously as a means of getting full time. There has been a bitter fight on this.

Texas Centennial Invites Broadcasters to Attend

AN "open letter" invitation to all broadcasting station members of the NAB to visit the Texas Centennial and enjoy the "courtesy of the Exposition" was extended June 2 by C. M. Vandeburg, director of radio, and Lewis Lacey, assistant director, in a communication to President Leo J. Fitzpatrick of the NAB. Members of network and station staffs, the letter said, are included in the invitation if they come with proper credentials.

Radio has been provided with $150,000 worth of equipment and studios at the exposition, with Gulf Refining Co. sponsoring the elaborate layout. The Centennial was formally opened June 6. "We should like to have every broadcasting executive in the country to see how thoroughly and completely radio has been accepted as a major part of the life of a world's fair," said the letter.

Frigidaire Back on Net

FRIGIDAIRE SALES Corp., Dayton (refrigerators) will return to the air after lapse of a year with a new weekly series featuring *Clara, Lu 'n' Em* and an orchestra on 59 NBC-Blue network stations beginning Friday, June 26 9:30-10 p. m. The program is signed for 13 weeks. The Ford-Fred Waring program is currently heard at this time but after the June 26 broadcast the Ford program will move up to the 9-9:30 p. m. period. Lord & Thomas, Chicago, has the Frigidaire account.

BRENEMAN NAMED MANAGER OF KFRC

Mr. Breneman

NAMING of Tom Breneman as manager of KFRC, Don Lee station in San Francisco, has been announced by Thomas S. Lee, Don Lee president. Breneman succeeds Harrison Holliway, who resigned last month after more than 11 years to become coordinator of KFI and KECA, the Earle C. Anthony stations in Los Angeles.

Mr. Breneman has been associated with KFRC for approximately 16 months as director and master of ceremonies of *Feminine Fancies*, daily afternoon Don Lee network feature, and also as writer and producer of various other air shows. He has been in radio since 1925 as artist, producer and executive. For more than a year he was manager of the Los Angeles Broadcasting Co., operating KFAC and KFVD in Southern California. Before becoming associated with that organization, he was an NBC artist in New York and prior to that was identified with KNX, Los Angeles.

In taking over his new duties, Breneman announced that there will be no immediate personnel changes. He will continue his participation in *Feminine Fancies* and also the twice weekly *Good Morning Neighbors* series, which started June 2 under sponsorship of Durkee Famous Foods Inc. on the 12 CBS-Don Lee stations.

PEOPLE LIVE IN THE SUMMER

And They Listen to the Radio, Too, Asserts NBC; Daytime Is a Good Time to Reach Women

HAVING glanced over current and past schedules of Procter & Gamble Co., Cincinnati, NBC decided to issue a brochure on the subject and discovered numerous interesting statistics about the world's largest network user and NBC's biggest client. Of the 778 P & G program hours on NBC, 664 are daytime which NBC says "are noted for reaching cash customers because weekday daytime audiences include literally millions of women."

Three-fourths of P & G's radio expenditures have gone to daytime hours. Last year, when P & G spent $2,105,237 on network advertising—NBC exclusively—the daytime share was 79.6% of the total. At present it is 91%.

And when "the sun tries to knock the top out of the thermometer the parade keeps going," NBC points out. "P & G, with other outstanding NBC advertisers, has ignored the 'dog days' fallacy in the radio world. The percentage of available summer radio listeners (by hours) closely approximates that of the winter audience. In some hours, during June, July, August and September, the percentage of available listeners exceeds that of the other nine months.

"Why doesn't the record indicate a serious dent for these four so-called torrid months? Maybe P & G discovered — even back in 1929 (when it entered radio) — that radio listeners are people, that people somehow continue to act and live quite normally during the summer. They eat. They wash themselves. They wash their clothes. And, they listen to the radio."

Four pertinent NBC facts are pointed out: "During the first four months of 1936 P & G increased their weekday daytime expenditures 68% over the corresponding period of 1935—all NBC. In 1935, advertisers invested $5,452,890 in NBC weekday daytime hours. During the first four months of 1936, advertisers spent $2,053,154 for NBC weekday daytime hours. 31.1% of all NBC sponsored programs are weekday daytime programs. Each week, on weekdays alone, advertisers (out to reach the women) now use 101 daytime periods on NBC."

Burkan, Counsel For ASCAP, Is Dead

NATHAN BURKAN, who with Victor Herbert was responsible for the formation of the American Society of Composers, Authors & Publishers and who as its general counsel has been a moving spirit in the organization ever since, died of acute indigestion at his summer home at Great Neck, Long Island, June 6. He was 56.

Mr. Burkan was a prominent New York attorney with a practice largely specialized in theatrical and copyright matters. As a leader in Tammany Hall, he took an active part in New York politics and in 1933 was appointed to the Triborough Bridge Authority.

A native of Rumania, Mr. Burkan came to America as a youth and was graduated from the City College of New York and received his law degree from New York University. During the last year he represented ASCAP in the government's anti-trust suit, and his last appearance before a Congressional committee was as counsel for ASCAP on the Duffy copyright bill. He was on the ASCAP regular payroll at a reputed annual salary of $100,000. Funeral services were held June 9.

Receivership of ASCAP Is Ordered Dissolved by Washington State Court

CONDITIONAL settlement of the Washington State controversy involving receivership of all works in the repetory of the American Society of Authors Composers and Publishers was effected June 9 when the Superior Court in Seattle ordered reinstatement of ASCAP property. This in effect dissolved the receivership ordered by the Court last year when ASCAP was held to function in violation of the Washington State constitution.

It was reported that ASCAP compromised all claims filed by the 21 stations in the state for alleged over-charges. Moreover it agreed to deal with all users of music on a basis satisfactory to the state. Judge Wright of the Superior Court ordered the property returned to ASCAP by Tracy C. Griffin, Seattle attorney who had been named receiver, provisionally and conditional upon their doing business hereafter in accordance with the state laws. Otherwise the court left the way open to restore the receivership.

Claims of an undetermined amount filed by users of ASCAP works were compromised and settled and it is understood that new contracts will be executed. The receivership was effected last year largely through the efforts of Kenneth C. Davis, Seattle attorney and managing director of the Washington State Association of Broadcasters.

NBC Releases 30

THIRTY engineers on the staffs on NBC owned and managed stations were given their notices and two weeks extra pay June 1 as part of the economy drive begun April 1 by Lenox R. Lohr, NBC president. Eight of the engineers and three apprentices were from the New York staff.

XUM

Is Only ONE Out of THREE Listening to YOU?

IT'S AN AMAZING fact that TWO out of THREE listeners in Chicagoland are of *foreign* birth or parentage! Read that again, won't you please and you'll realize why WGES devotes so much time to *foreign language* programs. We talk (in their own language) to those two listeners you are overlooking and bring you 100% coverage in Chicago. We're doing a real job of Americanization and at the same time a swell job of selling. *Yes, this is another of the big reasons WGES has more local Chicago business than any other Chicago station!*

WGES

"In the Heart of Chicago"

Advertisement

Out Here In Chicago...

- *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This column will appear frequently. It is YOURS as much as it is ours. Come on and use it!

Merchandising: Squads of Chicago police had to be called out recently when a WGES advertiser put on a sale of dresses. That fact isn't surprising — but it was unusual to find that one of our WGES salesmen pitched in at the store and sold dresses to the overflow crowd.

* * *

Illinois Bell Telephone Company found a new way to merchandise a reduced Sunday rate: Spots on WGES, WCBD and WSBC.

* * *

A phonograph record turntable arrangement designed at WGES is now in use by seven Chicago stations and quite a few out of town. We were glad to pass the idea along.

* * *

Montgomery Ward's entry into the retail store field was most accidental. The overstocks that immediately followed the World War had to be disposed of. A store was established at the Chicago mail order plant and millions of dollars worth of merchandise unloaded. This writer handled the advertising campaign. And, page Ripley, those were the days when newspapers were refusing advertising because they had too much!

* * *

Our selection as to radio's most capable all-around executive—and its happiest one: Glenn Snyder of WLS.

* * *

As we ruthlessly cut continuity the other day we contemplated brevity and a memory came to us of the shortest but most welcome telegram we ever got. We were editing an oil newspaper in Shreveport (1920) when we announced in the last publication ever to appear, that the 40,000 barrel oil gushers were in reality salt water—then we wired frantically hither and yon for a job. One of our wires was addressed to our friend, Don Davis (now President of WHB, Kansas City, and then a major executive with Montgomery Ward, Chicago) who wired back two words: "Come ahead."

* * *

The cash discount "problem" has never been such on WGES, WCBD or WSBC. Our advertisers are generally quite glad to pay their bills without a discount. Honestly!

Gene T. Dyer

New Extra-Broadcast Rules Are Given General Approval

Postponement Asked by Some Interests Before Apex Regulations Are Effective; Minor Changes Urged

NEW RULES governing all types of broadcast services other than those in the conventional broadcast band were agreed to in substance at a general conference held June 8 by the Engineering Department of the FCC with some 60 representatives of stations, networks and experimenters.

A plea for a 90-day postponement of the effective date of the rules, which have been promulgated to become effective July 1, in order to give further opportunity to study them, was made by Dr. C. B. Jolliffe, RCA engineer and formerly FCC chief engineer, after James W. Baldwin, NAB managing director, had sought a postponement to sound out reaction among his members. A 30-day postponement until Aug. 1 is indicated.

The postponement request was to be submitted to the FCC Broadcast Division by its Engineering Department, since it alone is empowered to change the promulgation date. Chief Engineer T. A. M. Craven and Assistant Chief Engineer Andrew D. Ring, who presided, asked adequate reasons for postponement.

A half-dozen suggestions for changes in phraseology in the new rules and for relaxation of certain provisions also were advanced and taken under advisement. These likewise are subject to Broadcast Division action.

Television Shift

ASIDE from the postponement plea, the only other serious discord resulted from the ordered shift of experimental television stations from the medium high-frequency channels to the ultra high frequencies. Prof. R. H George, representing the Purdue University television station operating in the 2750—2850 kc. band, opposed the transfer to the ultra-high frequencies on the ground that rural coverage would be lost. After Chairman Ring sought expressions from other experimenters in these medium bands, who total 11, and found no opposition to the shift to the ultra-highs, he ruled that the weight of engineering opinion was contrary to continuance in the lower range and denied the plea of Purdue. Purdue counsel afterward announced that a protest would be filed with the FCC, pursuant to the regulations. This means a hearing on the proposed shift.

In some quarters opposition was expressed to the plea for postponement of the regulations under any circumstances because of the possible effect upon the general ultra-high frequency hearings which were to begin June 15. If these channels for television, facsimile, very high frequency (apex), relay and international broadcasting are not definitely allocated by that time, with covering rules, it was felt they might be thrown into dispute, insofar as allocations are concerned, at the June 15 hearing. Thus the scope of these hearings would be enlarged.

Mr. Baldwin protested particularly the rules covering very high frequency assignments on the ground that their adoption would start a veritable land rush for assignments. Then, he said, these rules and allocations might be revised after the June 15 hearings, and after the broadcasting industry generally had become entrenched in heavy investments for equipment for "apex" broadcasting. He insisted he wanted to sound out his members first.

On the other hand, Commander Craven and Mr. Ring brought out that there are some 60 applications pending for new stations in the "apex" field and that they should not be held up unduly. For the last three months the FCC has not considered apex applications while awaiting promulgation of the new regulations which specifically cover such operation. Existing regulations cover only general experimental operations, in which category apex stations are placed.

Mr. Baldwin also raised a question about the television allocations, declaring he did not want the NAB placed on record as favoring only the ultra-high frequency experimentations. He said there might be adequate reason for preserving the lower band experimentations since it now appears that rural coverage by television can only be accomplished on these lower waves. In that

(*Continued on page 52*)

Text of Texans' Resolutions

WHEREAS, it is the understanding of this organization that certain applications are now pending before the Federal Communications Commission and others are contemplated, wherein licenses or permits are being sought authorizing the establishment of radio broadcasting stations with transmission power of five hundred (500) kilowatts; and

WHEREAS, such stations on account of their excessive power cover the entire United States; and

WHEREAS, on account of the excessive cost to establish such stations they can only be established by large accumulations of capital and in small numbers compared with the present number of stations of lessor power now being successfully operated; and

WHEREAS, such powerful stations tend to monopolize the radio broadcasting industry to the detriment and injury of the approximate six hundred thirty (630) independent broadcasting stations now established and representing to the owners and operators thereof valuable investments; and

WHEREAS, there is no necessity for stations of such excessive power as the country could be properly and efficiently furnished with broadcasting service without the issuance of any further license for such super-power stations.

THEREFORE, BE IT RESOLVED by the Texas Broadcasters Association, in general meeting assembled at Fort Worth, Texas, that in view of the facts related above and the certainty of the economic injury and ultimate economic destruction of the numerous presently established independent broadcasting stations which will result in the establishment of even a limited number of stations of such tremendous power, that Texas Broadcasters Association earnestly and strenuously objects to and protests the granting by the Federal Communications Commission of any other or further licenses or permits for stations of power in excess of fifty (50) kilowatts; and

BE IT FURTHER RESOLVED that the Secretary of this organization be instructed to furnish a certified copy of this Resolution to each of the members of the Federal Communications Commission with request that they and each of them refuse to grant any other or further such permits or licenses.

T. FRANK SMITH, *Chairman*
JAMES R. CURTIS, *Secretary*

TEXAS ASSOCIATION—Here is a head-on view of the organization meeting of the Texas Broadcasters Association in Fort Worth May 23, attended by some 50 representatives of Lone Star State stations. At left are (seated) James R. Curtis, KFRO, Longview, Tex., elected secretary-treasurer; James W. Baldwin, NAB managing director, principal speaker, and (standing, left to right) T. Frank Smith, KXYZ, Houston, president, and Ralph S. Bishop, KFJZ, Fort Worth, vice president.

Mutual's May Billings

MAY billings of Mutual Broadcasting System totaled $129,907, including basic and supplementary stations. The figure compares with $139,934 for April. The May basic income was $108,369.

Super-Power Held Basis of Monopoly

SUPER-POWER may become an issue within the industry on grounds of alleged "monopoly" and of detracting from the efficacy of low-power local and regional stations. The issue was touched off by the Texas Broadcasters Association, at its organization meeting last month in Fort Worth, and copies of a resolution opposing 500,000 watt grants have been sent to the FCC, the Texas delegation in Congress and to other parties in interest.

B. F. Orr, KTRH, Houston, introduced the resolution protesting against licensing of any additional stations with power in excess of 50,000 watts. A half-dozen applications for 500,000 watt stations now are pending before the FCC. "There is no necessity for stations of such excessive power, as the country could be properly and efficiently furnished with broadcasting services without the issuance of further licenses for such super power stations," he argued.

After considerable discussion, the association voted 14 to 8 in favor of adoption of the Orr resolution, with three stations not voting. Opposed were WFAA, WRR, WBAP, KFYO, KMAC, WOAI, KGKO and KGNC. Elliott Roosevelt, vice president of Hearst Radio, and in charge of KTSA, San Antonio and KNOW, Austin, recently purchased by Hearst, favored the Orr resolution. Martin Campbell, WFAA, Dallas, argued that opposition to super-power would be to block the progress of radio science and his views were supported by Hugh A. L. Halff, WOAI, and George C. Cranston, WBAP.

Following organization of the Texas Association, 27 stations made formal applications for membership. Dues were to be based on power, with a minimum of $20 per year for locals, and ranging up to $80 per year for stations of 5,000 watts or more. It was planned to have a meeting of the Texas Association coincident with the NAB convention in Chicago July 5-8. The state association is an affiliate of the NAB as are the some dozen others which have been organized.

Stations which have joined the association are KGNC, KNOW, KNEL, KGFI, KRLD, WFAA, WRR, KFJZ, KTAT, WBAP, KPRC, KTRH, KXYZ, KFRO, KFYO, KPDN, KIUN, KGKL, KABC, KMAC, KONO, KTSA, WOAI, KGKB, WACO, KRGV, KGKO.

New Station Calls

CALL letter assignments for new stations for which the FCC Broadcast Division recently authorized construction permits have been made public by the FCC as follows: WBLY, Herbert Lee Blye, Lima, O., 100 w. D on 1210 kc.; WDWS, *Champaign* (Ill.) *News Gazette*, 100 w. D on 1370 kc.; KRRV, Red River Valley Broadcasting Co., Sherman, Tex. (*Sherman Democrat*), 100 w. D on 1310 kc.; WSPG, Portland Broadcasting System Inc., Portland, Me. (*Portland Press-Herald*), 500 w. LS on 640 kc.; WAPO, W. A. Patterson, Chattanooga, Tenn., 100 w. D on 1240 kc.; KUTA, Utah Broadcasting Co., Salt Lake City, 100 w. on 1500 kc.

Introducing a New Name!

TECHNA CORPORATION

With a rich background of engineering experience in the design and manufacture of high quality broadcast, public address, recording and laboratory equipment.

TO MEET the growing demand for low-priced precision equipment with high performance standards, the Techna Corporation has entered the field of sound transmission equipment.

Executives and engineers of the Techna Corporation have behind them a record of outstanding contribution toward the progress of the radio industry. In the making of Techna Corporation's products a new schedule of plant production—unique in the industry—allows the precision manufacture of high efficiency equipment, at an unusually low cost.

With ample financial resources at its command—plus the seasoned experience of men well grounded in every phase of sound transmission, the Techna Corporation invites inquiries on the development, manufacture and installation of all types of broadcast, public address, recording and laboratory equipment.

TECHNA CORPORATION

926 HOWARD STREET · SAN FRANCISCO

CABLE ADDRESS: "TECHNA" BELL TELETYPE: "SF 329"

FULLY EQUIPPED BRANCH OFFICES NOW BEING ESTABLISHED IN CHICAGO AND NEW YORK

THESE MEN WILL DIRECT THE ACTIVITIES OF TECHNA

ROBERT B. WALDER

President and Chief Engineer

Widely recognized as a leading authority in the fields of Broadcasting, Public Address and Recording, Robert B. Walder has been associated with the industry since 1921. He built and operated one of the first West Coast radio stations, KJC. Later, he served as Chief Engineer of the Moving Picture and Sound Division of M. R. Martin & Co. He then accepted a position as Chief Engineer of the Remler Co., Ltd., where he established a Broadcast Public Address and Recording Division. Under his guidance this division rapidly attained national recognition.

* * *

EARL R. JONES

Factory Superintendent

Designed and developed the tool machinery for production of the Keyboard Marchant Calculator. Designed production equipment for Dean Electric Company, makers of telephones. Served as Plant Superintendent of Lathe Tool Works, Pacific Coast tool concern, manufacturers of motion picture and sound equipment. During the experimental stages of the Bakelite industry, Jones pioneered many important processes now widely used by manufacturers throughout America.

* * *

C. E. DOWNEY

Broadcast Research Engineer

C. E. Downey, formerly Chief Engineer with radio stations WAIU, WCAH, KROW, KFJF, KOMA and XENT (one of the first 150 KW stations in Mexico). He was also associated with the RCA Marine Corporation, and brings to Techna a rich background of radio experience. He developed the remote short wave indicator used Hydro-Electric projects. Another of Downey's achievements was the perfection of short wave automatic transmitters and receivers for marine use.

Chicago Expansion Is Planned by CBS

Modernizing of Plant Includes Elaborate New Studios

CBS not only will erect a big new skyscraper for headquarters in New York City and establish new studio and office facilities in San Francisco and Los Angeles, but during the next four months will expand its Chicago plant in the Wrigley Bldg.

This was disclosed early in June when plans for alterations to the present program offices of WBBM, Chicago key, were announced. The plans contemplate two new studios and complete new offices, to be followed by a gradual rebuilding and modernizing of the entire Chicago plant under the direction of H. Leslie Atlass, Chicago vice president, and Frank Falknor, Chicago division chief engineer.

As reported in the June 1 BROADCASTING, CBS last month purchased a 29,000-square foot tract at Park Ave. and 59th St., New York, for its new program and business headquarters, but this will probably not be completed until 1939 when the network's lease on its present quarters on Madison Ave. expires.

West Coast Plans

IN ADDITION, in July CBS Pacific Coast business headquarters will be established in San Francisco, probably under a vice president, and in Hollywood two theater type studios will be added to the present KNX studios when that station is taken over by the network under its recent $1,300,000 purchase deal which awaits FCC approval.

In San Francisco, where KSFO will either be leased or become affiliated in lieu of KFRC as the CBS outlet, it is planned to spend between $50,000 and $100,000 on building, and in Hollywood the added plant will cost about $175,000.

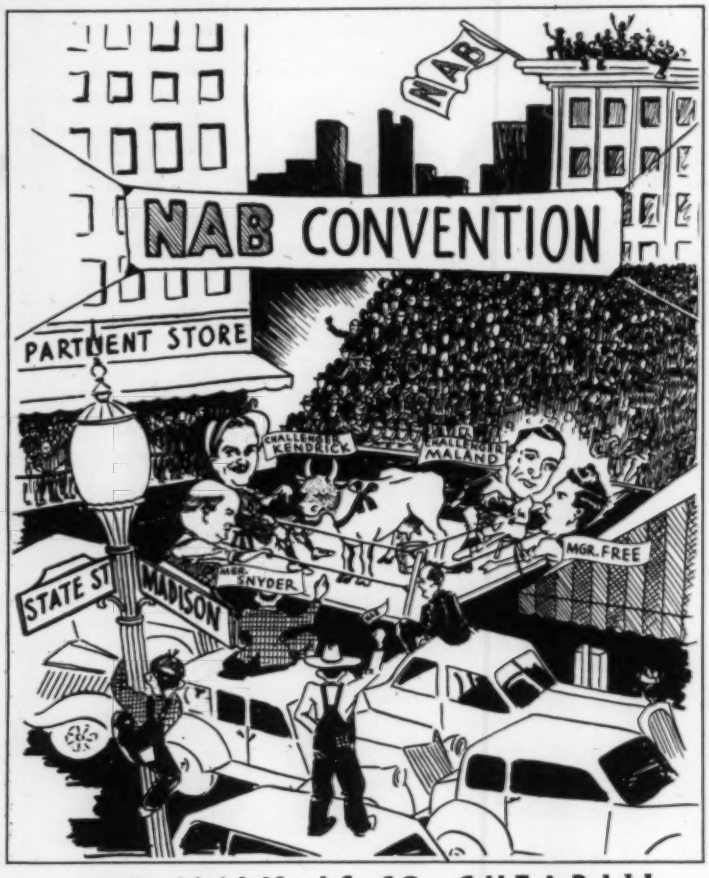
The new Chicago setup contemplates a *WBBM Air Theater* on the first floor of the north section of the Wrigley Bldg., with the entire studio and office plant centering around it. Instead of occupying scattered floors, all of the facilities will be concentrated on three floors. Executive, sales, program, publicity and engineering offices and Studios Five, Six, Seven and Eight, on the second floor will occupy the entire block now bounded by Michigan Boulevard, N. Water, Rush and Austin streets. More than half of the first floor and the lower level will be devoted to studios, shops, control rooms, music libraries, and artists' quarters.

Beginning with one small studio and a small office space on the lower level of the Wrigley Building in 1928, WBBM and CBS have repeatedly outgrown their quarters, necessitating elaborate studio additions in 1930, 1932, and 1934.

Expansion needs during the past year have been cared for through leasing the Medinah Club ballroom and the Civic Theatre for audience performances. The new *Air Theater*, or Studio No. 10, will provide comfortable seating for more than 400 persons in an intimate ultra-modern setting embodying the latest in acoustical and electrical engineering practice.

FROM ONE MILKER TO ANUDDER

Kendrick and Maland Interests Stage Verbal Feud Over NAB Bovine Extracting Title



AND MILK IS SO CHEAP!!!

COW-MILKING rather than account-milking, promises to be a central attraction at the NAB convention in Chicago. Raging within the industry at this time—with a group of broadcasters, station representatives and even a couple of agency folk as principals — is a controversy over the NAB cow-milking championship. Claimants to the title are J. O. (Squirter) Maland, udder-crushing hope of WHO, Des Moines, and D. E. (Unplugger) Kendrick, debonair impresario of WIRE, Indianapolis, and leading exponent of the "wrist wrench" stroke.

After much wrangling among participants, managers, judges and kibitzers, it was decided to hold the contest at the corner of State and Madison Streets, Chicago, at "high noon" on July 8—the closing day of the convention. Challenger and/or Champion Kendrick, originally had not planned to attend the convention, but became so incensed over Challenger and/or Champion Maland's contention that he was champion "by default" that he now has altered plans and already is in training at his Indianapolis ranch.

The principals really haven't had much to say about the event. Practically all of the propaganda has been spread by the respective managers of the contenders — Glenn Snyder of WLS, Kendrick's boss, and James L. Free (Free & Sleininger and its twin-brother, Free, Johns & Field), who manages Maland.

BROADCASTING Magazine has been severely taken to task by the Kendrick - Snyder clique for the story published in its last issue that Challenger and/or Champ Maland was claiming the "belt" because of C and/or C Kendrick's previously expressed inability to attend.

Individuals who thus far have participated in the embrogolio, waged almost entirely by mail, excluding the claimants and their managers include: William Rambeau, Chicago station representative; Ed Fellers, Fellers, Presba & Fellers; L. L. Jaquier, KTSA, San Antonio; Martin Campbell, WFAA, Dallas; Howard Wilson, Kansas City representative; M. H. Peterson, Hearst Radio Inc.; Hugh A. L. Halff, WOAI, San Antonio, and J. Leslie Fox, KMBC, Kansas City.

In an impertinent letter on June 3, Manager Snyder assailed BROADCASTING for its precontest story. In part, he wrote:

"Since your publication, in its issue of June 1, has seen fit to make a matter of public concern the cow-milking contest at the coming NAB convention, I think it desirable that I set you straight—in the interest of general as well as editorial accuracy on this event.

"Formerly, this cow-milking contest was a disconnected, unrecognized activity on the part of a very few disorganized radio common laborers. Entirely through my promotional efforts, it has this year become an inter-departmental activity of the NAB, and as the recognized agricultural expert of the radio industry, as evidenced by my handling of the pig sent you recently by Ed Craney, and as chairman of the Chicago NAB committee, who is better fitted than myself to handle the event?

"In your published mention of the contest, you refer to me as personal manager for Mr. D. E. "Plug" Kendrick, of WIRE, Indianapolis. I am honored by being appointed by Mr. Kendrick to represent him. He has been most wise in his selection and my experience, as well as my natural shrewdness in handling such affairs, assure him of victory at the July meeting."

On and on goes the Snyder missive, attacking those who have attacked his qualifications as the cow contest promoter. Since his innuendos against many gentlemen might be regarded as libelous, they are deleted.

And then, presumably by prearrangement, the same mail brought another bale of correspondence from Challenger and/or Champ Kendrick demanding that BROADCASTING "retract the misleading statement". Direct accusation is made that either Maland or Manager Free "misled" BROADCASTING. He contended that last year, at which time Maland was recognized as the champion cow-milker, that he (Kendrick) challenged Maland to a contest in the hotel lobby at Colorado Springs.

"Either through fear, or intoxication, or gross carelessness, Mr. Maland failed to appear at the appointed time and place. Therefore, I was conceded the championship title and belt by those members of the Association who were present to witness the contest. * * * I therefore dispute any claim made by Mr. Maland and herewith state that I am the champion cowmilker and in full possession of the championship belt and title."

Windy Epistles

ALL WOULD have been swell for your industrious reporters if the mail man, on each of his daily visits, hadn't unloaded another batch of insidious propaganda favoring one side or the other in the milk-mulcting melee. Ed Fellers in a missive a yard long, wanted the world to know he had been designated "chief judge".

Came C and/or C Maland with a fiery retort (since he received carbon copies of all letters) alleging that all of the letters were being written for the purpose of "stirring me up to the point where I would make unguarded statements". And all of the letters, he said "contain much more copy than allowed by WHO." Sounding more like a lawyer than a station rep, Manager Jim Free crashed through with a legalistic document in which he said "it is my duty to object to the reference", etc. made to his stooge. In wading through this unbrief brief, your correspondent discovered a reference to a "substantial cash guarantee" before his principal would meet any challenger. It is assumed, of course, that Manager Free will procure his usual 15%.

[Editor's Note: We will award a chromium-plated kilocycle collector to the winner.]

WALA Shifts Net In Contract Mixup

WALA, Mobile, Ala., returned to the CBS network June 10 after an eight-day "vacation" during which time negotiations were on and then off with NBC. The unusual situation, which is without precedent in network broadcasting, developed from an apparent misunderstanding between the two networks and the station and a misinterpretation of the WALA contract with CBS.

It develops that CBS contract with WALA contained a three-year renewal option, exercisable as of June 2. On that date, however, WALA refused CBS service, after which William Pape, owner of the Mobile station, negotiated with NBC and contracted for its service, to begin June 9. When notice of this went to the trade, CBS brought out that its WALA contract still had three years to run.

When the existence of the CBS-WALA contract continuance became known, NBC did not deliver its contract or begin service. On June 10 Mr. Pape, accompanied by Rep. Frank W. Boykin, (D-Ala.) discussed the matter again in New York with Herbert V. Akerberg, CBS station relations manager. Service was resumed immediately to the station.

The original contract with WALA was signed in 1934 by CBS on a five-year basis with the option clause. NBC had been told, it is reported, that WALA was entirely free to negotiate, and at the time did not know of the existence of the contract provision for another three years service.

Gillin Is Honored

Mr. Gillin

ONE of radio's youngest executives, John J. Gillin Jr., manager of WOW, Omaha, on June 6 was elected director of the National Junior Chamber of Commerce at its Memphis convention. Mr. Gillin, who is 31, has been president of the Omaha Junior Chamber of Commerce and is the youngest member of the NAB board of directors. He started in radio in 1926 and has managed WOW since 1932.

KFPY HELPS OUT

Provides Almost Entire Staff For Canadian Event

WHEN CJAT, at Trail, British Columbia, wanted to celebrate its boost to 1,000 watts, KFPY, Spokane, sent two buses to Trail, 125 miles away, with 32 staff members, to help celebrate the event. The program was broadcast transcontinentally.

In the KFPY group were two technicians, two announcers and 28 artists and the program was under the direction of James B. Clark, KFPY musical director. Since they were paid by a local theatre for putting on the program, they were required to pay Canadian income tax before leaving the Dominion.

KFPY had to cancel all local programs except news for the day.

KSD IN ST. LOUIS

Another Incident in the Commercial Advertising History of KSD

Airy Fairy Cake Flour Gets Department Store and General Distribution Through KSD Broadcasts

.... With Greatly Increased Sales

As a direct result of 26 half-hour Sunday afternoon programs on KSD, Airy Fairy Cake Flour sales increases were speeded up to a high percentage, establishing Department Store and general distribution in the St. Louis area. A voting contest in 13 of the programs in which box tops were the votes, brought such a satisfactory response that the KSD contract was renewed for 26 weeks. Inquiries for further information invited.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & STEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

T. P. Kennedy, Jr., President O'Bryan Brothers, Inc., Manufacturers of the famous Duck Head Overalls

"No Other Advertising So Enthusiastically Received,"

Says Prominent Manufacturer

• Proof of the effectiveness of an advertising campaign lies in the reception of it by dealers and their customers. But let T. P. Kennedy, Jr., President of O'Bryan Bros., Inc. tell you what happened when his company went on the air over WSM.

"We have found WSM an invaluable medium both in stimulating sales among our old dealers and in securing new accounts. And no advertising we have ever done has been so enthusiastically received by our dealers and their customers." T. P. KENNEDY, JR.

Ask your dealers and jobbers about WSM's sales influence in the South!

WSM 50,000 WATTS

National Representatives, EDWARD PETRY & CO., Inc.

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.

Nashville, Tennessee

XUM

Breaks Into Midwest

PACIFIC AMERICAN CANNERIES, Terminal Island, Cal. (Shore Dinner fish products), on June 15 switched its weekly five-minute transcribed program in Los Angeles from KHJ to KFI. Because of the fishermen's strike, the firm has not operated to capacity in recent months. With the cessation of the strike in May, the canneries have increased production and will increase sales territory and radio schedule. KMBC, Kansas City, will be used, starting in July, to open territory in Missouri, Oklahoma and part of Texas. The transcriptions are produced at Radio Recorders Inc., Los Angeles, with Charles H. Mayne Co., Los Angeles, as the agency.

NEW

WROK - Rockford

Full Time Operation

240′ Vertical Radiator

New Speech Input Equipment

Intense Coverage

NORTHERN ILLINOIS

SOUTHERN WISCONSIN

Broadcast Stations in Mountain States Showed $1,760,684 Revenue Last Year

TOTAL receipts of the 42 broadcast stations in the Mountain States, from sale of radio time during the year 1935, amounted to $1,760,684, it was revealed June 13 by Director William L. Austin, Bureau of the Census, Department of Commerce, in the fourth report of the new Census of Business series on broadcasting. The report includes all broadcast stations in the eight Mountain States which sold time during 1935.

About three-fifths (61.1%) of the time sales of stations in the eight states was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

More than three-fifths (62.1%) of the total time sales of stations in the Mountain States was received by Colorado and Utah stations. Colorado led the other states with total time sales of $593,226, of which $364,441 (61.4%) was local advertising. Utah was second with $500,268 revenue from the sale of time, of which $218,593 (43.7%) was local advertising.

Revenue as reported by the stations is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducting quantity and time discounts. The 42 Mountain Stations employed a total of 436 persons (monthly average) with an annual pay roll in 1935 of $634,160. More than 91% of this pay roll was paid to full-time employes.

There was no seasonal fluctuation apparent in station employment in 1935. The number of persons employed ranged from a low of 408 in January to a high of 479 in December. The number of employes was smaller for the first few months of 1935 partly because of the opening of a new station later in the year. Monthly employment figures for those stations in operation continuously throughout 1935 indicate a gradual increase in numbers rather than a seasonal fluctuation.

During a representative week used for more detailed analysis of employment and pay rolls, a total of 471 full-time and part-time employes was reported. Of this number 375 (or 79.6%) were men and 96 were women. Part-time employes accounted for 25.9% of the number and received 11.8% of the total pay roll.

Station talent, consisting of artists and announcers, totaled 149, or about one-third (31.6%) of total station employes. Of these, however, 72 (or 48.3%) were employed on a part-time basis, and they accounted for 59% of all part-time employes. Artists alone accounted for 42.6% of all part-time employes. Station talent, including both artists and announcers, received 21.9% of the total pay roll for the week.

Technicians engaged in the operation and maintenance of broadcast stations made up the second largest functional group in numbers, but received a greater portion of the total weekly pay roll. They accounted for 25.3% of all employes and received 27.6% of the total pay roll for the week. Other functional groups reported by the stations include office and clerical workers, supervisors, and executives. Salesmen, continuity writers, and also persons performing a variety of functions, have been grouped together as "other" employes.

All employment data apply strictly to persons employed and paid by the stations. In addition there are artists and others employed by advertisers and radio networks who contribute to radio programs, but are not a part of station personnel. No figures are available on the former, but the latter will be included in the final summary of the broadcasting business in the United States.

Tabular data on the Mountain States follows:

Area	No. Sta.	Total	Nat'l & Regional[1]	Local[2]
Mt. States	42	$1,760,684	$684,101	$1,076,583
		100%	38.85%	61.15%
Ariz.	7	217,837	67,482	150,355
Col.	12	593,226	228,785	364,441
Ida.	6	126,968	23,248	103,720
Mont.	6	207,782	63,629	144,153
N. Mex.	5	46,341	9,916	36,425
Utah	3	500,268	281,675	218,593
Nev.	1	68,262	9,366	58,896
Wyo.	2			

[1] National and regional advertising represents the amount received by stations from networks as payment for network commercial programs carried by the stations as well as time sold directly by stations to national and regional advertisers. Data showing the amounts received from network and non-network time sales are combined to avoid disclosure of individual figures.

[2] Local advertising revenue was received from local advertisers who purchased time directly from stations.

[3] Data other than number of stations are combined to avoid disclosure of individual figures.

Station Pay Roll

Area	No. Sta.	Em-ployes[1]	Total	Full-time	Part-time
Mt. States	42	436	$634,160	$578,635	$555,525
			100%	91.25%	8.75%
Ariz.	7	69	85,529	69,292	16,237
Col.	12	165	241,511	212,548	28,963
Ida.	6	41	46,423	41,517	4,906
Mont.	6	45	69,077	65,797	3,280
N. Mex.	5	26	27,643	27,328	315
Utah	3	68	131,240	139,416	824
		22	32,737	31,737	1,000
Nev.	1				
Wyo.	2				

[1] Monthly average, based on number of full-time and part-time employes on pay roll nearest the 15th of each month. (Total man-months divided by 12.)

[2] Data other than number of stations are combined to avoid disclosure of individual figures.

General Mills on WBT

A DAILY total of 30 minutes for a year has been signed on WBT, Charlotte, N. C., by General Mills Inc., Minneapolis. WBT is not carrying the General Mills hour program heard daily on CBS. On the WBT schedule are two quarter-hour transcriptions, *Hymns of All Churches* to promote Red Band flour and *Betty & Bob* for Wheaties. As a merchandising effort, General Mills has sent letters to all Carolina clergy inviting them to listen to the Hymns series and write brief comment. The program carries no commercial material except mention of the sponsor at beginning and end. Blackett-Sample-Hummert Inc., Chicago, is the agency.

Dryden & Palmer on Mutual

DRYDEN & PALMER Inc., Long Island City (Gravy Master) on Sunday, June 14, 10:15-10:30 a. m. began a series of musical programs, with Bernie Ackerman and Louise Wilcher, over 3 Mutual stations (WOR, WFIL, WNAC). The program originates from WOR and the contract is signed for 13 weeks. Samuel C. Croot Co. Inc., New York, is the agency.

It's Your Dollar . . .

You'll get the most out of it in your next advertising campaign by spending 15 minutes with the dynamic little booklet, "Beyond A Shadow of Doubt."

Write for it now.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

THE COMPLETE STORY

On the South's finest market is now complete and on file with our representatives:

HIBBARD AYER
NEW YORK

A. T. SEARS & SON
CHICAGO

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WSOC Charlotte, N. C.

Washington's
Own
Local station

Washington, D. C.

Copyright Measure Has Little Chance

Slight Flurry of Activity in House After Senate Scolding

A FLURRY in the Senate over the failure of the House to report out the Duffy Copyright Bill, which would strip ASCAP of its arbitrary powers and which has already passed the Senate, caused the House copyright subcommittee named to draft the bill to awaken from its lethargy during the week of June 8, but chances for its enactment still are slight.

After Senator Duffy (D-Wis.) assailed the House committee's dilatory tactics and threatened to have the Senate ratify the International Copyright Treaty, upon which his bill hinges, Chairman Sirovich of the House Patents Committee made several moves, but with adjournment of Congress expected by June 19 little chance is held out for passage. Sirovich named Rep. Kramer (D-Cal.) chairman of the subcommittee in lieu of Rep. Lanham (D-Tex.) who is at home to mend political fences. Then Kramer called a couple of meetings but had difficulty in getting together his committee of 10 members.

It was learned that the subcommittee will "attempt" to draft an amendment to existing radio law, rather than enact the Duffy Bill, as a temporary expedient. This amendment would cover such things as toning down of the present $250 statutory minimum damage provision, and would specify that copyright owners must give notice in advance of purported infringements before filing suits. Thus it would be restricted entirely to the alleged infringements mentioned in the notices, rather than the blanket threat of infringements on all numbers. Stations, and other alleged infringers then would be given opportunity to "cease and desist" from performing the numbers.

The subcommittee apparently is in substantial agreement that the $250 minimum should be reduced, and leave the amount perhaps to the discretion of the courts, except for a minimum of $25 or so. Presumably the plan for temporary legislation includes the reduced statutory damage provision, plus the requirement for notice. As far as is known, the subcommittee has agreed that the proposal for American entry into the International Copyright Union is undesirable.

In the Senate on June 8, Chairman Pittman (D-Nev.) of the Foreign Relations Committee served notice that at the next session he would seek ratification of the treaty whether or not accompanying legislation was enacted. He declared the treaty could not be ratified at this session because of the agreement that the Duffy Bill first would be enacted to make it possible for American entry on a proper basis.

½ million lbs. of copper a day means men are working in
BUTTE
Home of
KGIR

Sponsored Bout

ROYAL WISEMAN, youthful announcer recently added to the staff of KROW, Oakland, Cal., in giving a cut-over cue for the boxing broadcast on May 27 announced: "We now transfer control to the Oakland Auditorium for the broadcast of the boxing matches with Schwartz versus Grodin to be featured in the main event." Wiseman later learned that the main eventers were Frankie Hammer and Ivan Wilson. Schwartz & Grodin were merely the sponsors of the broadcast.

WSM, Nashville 50,000 watter, has issued a new rate card effective July 1, with contracts placed prior to June 30 protected at present rates for one year. Class A service, 6 to 11 p. m. and after 12:30 p. m. Sundays, is listed at $350 per hour.

Edgar Bill Becomes Head Of WDZ; Hull Manager

OPERATING under the direct supervision of Edgar L. Bill, owner of WMBD, Peoria, Ill., the WDZ Broadcasting Co., recently incorporated to take over WDZ, Tuscola, Ill., has announced the retirement of Mrs. J. L. Bush as manager and the appointment of Clair Hull, formerly with WMDB. The station, established in March of 1921 and one of the oldest in the country, specializes in rural programs, operating with 250 watts daytime on 1020 kc.

WDZ was sold by Mr. Bush, local grain dealer who with his wife established it, to the new corporation, retaining 25% of the stock, with 25% each held by Mr. Bill, Dale Morgan, Peoria attorney, and Horace Lohnes, Washington radio attorney. The purchase price for the 75% stock was $7,500. In addition, $20,000 is to be spent for a new transmitter, for which Jansky & Bailey are surveying for a site.

Augusta Local Sold

SALE of the stock in Augusta Broadcasting Co., licensee of WRDW, Augusta, Ga. local, to Arthur Lucas, William K. Jenkins and Frank J. Miller, local theater men, was disclosed in an FCC application June 10. The purchase price was not stated. The transfer of stock from J. J. Powell, Louise Powell and A. Groom requires FCC approval. The price was $25,000.

Here Next Month:
Tru-Fidelity
by
THORDARSON
Most Sensational Audio Development in Radio History

LOS ANGELES
Memorial Coliseum
Double the size of this audience and you still would have fewer people than you can reach for $34* by using KHJ—the station that surveys prove is the most popular station in Los Angeles —fourth market of the nation.
*Wire, write, or telephone for details.
KHJ
DON LEE BROADCASTING SYSTEM

Bond Bakers "network" their own territories

The Bond Bakers selected "network" consists of 9 stations — in 9 active markets of special interest to General Baking Company, where intensive sales promotion is desired . . . Proctor & Gamble (Drene) "networks" its sales message over 5 stations. Drano, on the other hand, uses one! Kroger Grocery sells coffee through 10 stations, while Goetz Beer uses 20. Richfield Oil, on the west coast, lists 15 stations, and the Chevrolet Dealers campaign has 378. And they're all WBS outlets!

This gives you some idea of what you can do by "networking" precisely the markets you want, through the WBS method of selective broadcasting. A lot like setting up your own newspaper list, isn't it? And

WORLD BROADCASTI

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES

your WBS discs are distributed to stations with the greatest of ease . . . "WBS selective broadcasting" is another way of saying "highly selective marketing—unlimited marketing flexibility — definite marketing economy" . . . There's much more to this than meets the casual eye. Give it your ear, too — and ask questions!

G SYSTEM

SAN FRANCISCO

WBS facilities include: *expert production assistance,* **when desired, for program building;** *station relations division,* **an aid in clearing time;** *shipping division,* **for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS "matched quality" recordings by the wide-range vertical cut process. Complete information on request.**

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Sensing Summer Dollars

LIKE Fido's devoted master, pioneer radio advertisers used to put on the muzzle when the first sniff of summer was wafted through the window. Unlike Fido, however, they didn't know what they were missing.

The summer sign-off habit grew as radio grew, with advertisers apparently ignoring the fact that people eat in summer, that they wear somewhat different clothing (a natural opportunity); that they wash their faces with soap; that they powder their noses; that they drive their autos more than ever (and listen to 3,000,000 auto radios); that they still like luxuries and need necessities.

But if any skeptical time buyers or advertisers still have any doubt about radio's efficacy as a summer sales inducer, we recommend to their attention the excellent promotion material that networks and stations are circulating. A few minutes with *NBC's Good New Summertime* (BROADCASTING May 15) or CBS' *A Summary of Summer* (June 1), to take two examples, will upset just about all the mildewed fallacies that have managed to survive the years of radio progress.

And if there are any who still are skeptical about both summer and daytime broadcasting, a glance at what Procter & Gamble—one of the biggest of all radio users—is doing in the daytime and in the summer, as described on another page, will prove enlightening.

Crackpot Haven

EVER HEAR of Housewives Inc.? Remember Gov. Talmadge's outpourings about radio—and GOP Chairman Fletcher's? Comes now the "Women Investors of America Inc.", holding a "finance congress of women" in Chicago this month, with the usual outcry against the radio networks, which declined to broadcast the proceedings of their conclave for the good and sufficient reason that the ladies represent a minority group with no great popular interest.

Result: The usual charges of "red and pink and communist" influences dominating radio—and the usual run of press associations and newspaper stories discrediting radio. America being a nation of joiners, what would happen to our radio if each and every letterhead organization could command time on the air, if each and every zealot and crackpot was heeded in his demand for radio time? Well, anyone apparently can crack the pages of the newspapers with any outcry against anything pertaining to radio, but happily for radio the public can easily see through these obvious publicity seekers even if the city editors can't—or won't.

Convention Issues

BROADCASTERS have never been faced with a bigger crop of issues of basic importance than will confront them at the forthcoming NAB convention. Aside from such perennials as copyright, Audit Bureau and the like, the membership will be confronted with new and far-reaching matters. These embrace the movements afoot to have the government enter directly into the broadcasting field, the use of ultra-high frequencies for broadcasting, television and other new services, and the very existence of the NAB itself.

Ed Craney, operator of KGIR, Butte, has advanced an interesting point in his proposal that 5% of available time be alloted to non-profit organizations. All broadcasters are familiar with the onslaughts of certain groups to chisel station facilities, even though that issue at the moment appears dormant.

In the face of the opposition we know this proposal will arouse, we are inclined to feel that it has merit. Whether it should be in the way Mr. Craney proposes we are not prepared to say, but we do appreciate the necessity of working out a mutually satisfactory arrangement whereby the constant time demands of unqualified groups can be resisted.

One other proposition destined to develop at the Chicago sessions is that of the creation of separate, autonomous organization representing class groups in broadcasting. That, to us, appears to be a wrong tack and one that might spell the doom of a strong industry trade association. Factionalism in trade association groups, as far as we know, has never worked efficiently.

Cash Discounts

THERE may be real merit in the proposal of L. T. Bush, secretary-treasurer of Blackman Advertising Inc., that stations generally adopt a 2% cash discount for payment of bills on certain dates. Practically all of the older established media allow cash discounts, which makes it possible for the agency to get its money promptly from its client and then promptly to remit to the medium.

While we like Mr. Bush's general idea and recognize its value, we do not believe that stations should allow the discount out of present rates, which would mean a 2% reduction in net. By and large, we believe, station rates are too low when contrasted to rates of other media and in the light of results achieved for the advertising dollar.

Instead, it is our view that stations, in readjusting their rates, might figure in a cash discount so there would be no loss in net. Thus it would not cost the station anything to allow the cash discount. On the other hand, stations would benefit to whatever extent agents or advertisers fail to take advantage of the cash discount due to slow payment.

With a rate readjustment to absorb the cash discount, the agency then is in the position of showing its client that the net cost is exactly the same as formerly, but that in order to get this net figure the client must pay his bills on a specific date.

We think the NAB would do well at its Chicago convention next month to consider seriously the suggestion advanced by Mr. Bush, but with the provision for absorption of the discount in increased rates.

Good Law or Bad?

FOR better or worse, the restrictive Davis Amendment, which for eight years has been on the statute books as a sort of stop-sign for the licensing of additional facilities when the regulatory authority wanted to deny such requests, has been repealed. Last March, when it appeared repeal was imminent, we stated editorially that whether it would serve for good or for evil would depend upon the manner in which it is administered. We said then:

> Now we look with some misgiving upon the impending repeal of the Davis Amendment. It served a good purpose because it prevented the indiscriminate licensing of new stations. It appears now that saturation has just about been reached in the broadcast band and that few additional stations can be licensed. With the repeal of the Davis Amendment the FCC will find itself with a new power to allocate and license. We hope it will use that power judiciously and with an infinite degree of caution. Failure to do so might undermine the whole broadcasting structure as it has grown up during the last 15 years.

We feel now as we did then. We feel sure that Chairman Prall's statement that the FCC "will use and not abuse" the new law is sincere. But we know that inevitably there will be pressure, political and otherwise, to ignore technical limitations and sound economics for the licensing of additional stations. Only by turning deaf ears to these entreaties can any great good come from the new law. If improperly administered, repeal of the provision can easily become a Frankenstein that will turn upon broadcasting and reduce it to an impotent, interference-ridden industry.

The RADIO BOOK SHELF

LISTENING habits in the Philadelphia area, with emphasis on habitual listening, are set forth in one of the most elaborate station brochures on the subject ever published, issued by WCAU this month. The first part of the study is a survey conducted with the aid of 350 troops of local Boy Scouts who distributed more than 35,000 questionnaires. The second section is devoted to a six-month mail response analysis of more than 300,000 pieces of program mail.

A GUIDE to sources of radio market research data has been published by the U. S. Department of Commerce in its 1936 edition of *Market Research Sources*. The booklet provides a bibliography of a number of radio market studies.

We Pay Our Respects To —

GEORGE BARRY BINGHAM

YOUTHFUL radio, largely manned by relatively young men who are too intent upon their day-by-day tasks to concern themselves much with tradition, has drawn extensively upon the journalistic profession for its executives. Thus in many instances it is adding the tradition of journalism to its own efforts, which will inevitably develop a tradition for the art of broadcasting as the years progress.

When a publishing house like the *Louisville Courier-Journal* and *Times*, of Marse Henry Watterson fame, assigns George Barry Bingham to radio; when great newspapers like the *Des Moines Register & Tribune* and the *Detroit News* have Gardner Cowles Jr. and William J. Scripps, respectively, supervising their radio activities; when Publisher Roy Howard sends his young son Jack to one of the Scripps-Howard stations; when Publisher Hearst has his son George working with radio—when these heirs apparent o great newspaper interests turn to radio, it would seem to solidify the relationship between radio and the press as well as bring established tradition to radio station operation.

Almost coincident with the announcement that Station WHAS. of the *Louisville Courier-Journal*, had joined the ranks of seekers after 500,000 watts superpower, it was announced a few weeks ago that George Barry Bingham had become copublisher of the newspapers along with his distinguished father, Judge Robert Worth Bingham, now American Ambassador to the Court of St. James. The duties of publisher, it was made known, carried with them direct supervision over the 50,000-watt WHAS, though the veteran Credo Harris remains as active manager and Lee Coulson as commercial manager.

Barry Bingham, as his friends call him, has just turned 30 and hasn't made himself very well known in the radio profession as yet. But that is not to say that he is a tyro at radio for, after being graduated *cum laude* from Harvard in 1928, his first assignment was "just a plain job" on the staff of WHAS. His name might as well have been Johnny Jones for all the favors that were shown him.

Even before he began his apprenticeship in the news room of the *Courier-Journal* and *Times*, he spent a whole year with WHAS. He wrote continuity, filled in occasionally on the announcing staff, took character parts in script and actively engaged in sales contacts. He made friends at the station, where he was plain Barry, a "regular guy", rather than the owner's son.

When he finished his tour of training at radio and then at news and advertising, he expressed himself thus to his colleagues: "Radio and newspapers are the greatest partnership since Damon and Pythias. Team-work between the two can produce unlimited results." Certainly this is a far cry from the expressed and reflected theories of many older men in the newspaper business!

George Barry Bingham was born in Louisville Feb. 10, 1906, attending the Richmond School of Louisville, Middlesex School at Concord, Mass., and then Harvard University. After terms with the radio station, the newspapers and the Washington bureau of the newspapers, he returned to Louisville to be elected vice president of both the newspaper and radio corporations. In the meantime, in 1931, he married Miss Mary Caperton, a Richmond belle, who was a 1928 graduate of Radcliffe where she won the Charles Elliot Norton Fellowship which gave her a term at the American School of Classical Studies in Athens, Greece.

They have two children, Robert Worth Bingham II, 4, and George Barry Jr., 2½. Barry Bingham's chief hobby is amateur dramatics, which gives him a particular kinship (in addition to a blood relationship) with Credo Harris, author of several books and plays and standby of Louisville theatrical circles in the production of local shows and pageants. Barry Bingham's clubs are the Wynn-Stay, Pendennis, Arts, Players and Louisville Country Club and the National Press Club of Washington.

PERSONAL NOTES

STEPHEN R. RINTOUL, station relations manager of World Broadcasting System, was to leave June 16 with Mrs. Rintoul for a three-week vacation to the Pacific coast and the Canadian Northwest. He planned to conclude the trip in Chicago with the opening of the NAB convention.

SAM PICKARD, CBS vice president, left New York June 17 for his new farm at Flat Rock, N. C., where he plans to remain for the summer with his family. He disposed of his home in Rye, N. Y., prior to his departure, by sale to Clem J. Randau, general business manager of United Press Associations.

BETHUEL M. WEBSTER Jr., formerly chief counsel of the old Radio Commission, on June 1 joined in a law partnership with former Municipal Judge Charles Garside of New York, with offices at 15 Broad St., New York City.

R. S. BISHOP, manager of KFJZ, Fort Worth, has been elected president of the Fort Worth Advertising Club.

SAM HENRY, sales promotion manager of World Broadcasting System, was to leave June 15 for two weeks active service with the New York National Guard near Watertown.

OTIS WILLIAMS, of the sales staff of WOR, Newark, is the father of a boy born May 28.

DALE L. TAYLOR, managing director of WESG, Elmira, N. Y., was married to Elizabeth Jane Turnbull, of Elmira, on June 1.

RICHARD CONNOR, manager of KMPC, Beverly Hills, Cal., who has been ill for several weeks, expects to return to his desk by July 1.

TRACY MOORE, NBC salesman in San Francisco, has been transferred to Hollywood as assistant to Sydney Dixon, Southern California sales representative of the network. Announcement was made by Harry Anderson, NBC western division sales manager in San Francisco. Moore joined the NBC sales staff two years ago coming from Portland, Ore., where he was with KGW and KEX.

ED SIMS has joined WMFJ, Daytona Beach, Fla., as advertising director and sports announcer.

CHET MITTENDORF, commercial manager of KFWB, Hollywood, is taking a three-week business trip in the Northwest.

DAN DWYER, who has been connected with the advertising staff of WSYR, Syracuse, for more than a year, was just elected vice president of the Advertising Club of Syracuse. Mr. Dwyer formerly was on the advertising staffs of both WESG, Elmira, and WFBL, Syracuse.

JULES DANIEL, sales manager of WBAL, was the sole nominee for vice president of the Baltimore Advertising Club. Bill Freart, advertising manager of Schluderberg Kurdle Co., was named president.

DALE COE, formerly with WMBD, Peoria, Ill., has joined the sales staff of WDZ, Tuscola, Ill., under Clair Hill, new manager.

DAVID BRINKMOELLER, former manager of WGST, Atlanta, has joined the sales staff of WCKY, Cincinnati.

LE ROY MARK, owner of WOL, Washington, left June 6 for Rochester, Minn., for observation at the Mayo Clinic. He has suffered from heart trouble for some months.

GABERT STEVENS, formerly of KFAC, Port Arthur, Tex., has joined KFJZ, Fort Worth.

W. R. CLINE on June 1 was named sales manager of WLS, Chicago. Mr. Cline has been with WLS for five years, serving as announcer, studio director, program writer, commercial copy writer, and for the last two years with the sales department as assistant to Glenn Snyder, station manager.

VINCENT F. CALLAHAN, commercial manager of WRC and WMAL, Washington, is recuperating from an arm operation in Mt. Alto Hospital, Washington.

EUGENE CARR, assistant manager of WGAR, Cleveland, as ex-officio member of the public speakers group of the Great Lakes Exposition, during the last two months has been speaking before service clubs throughout Northern Ohio on behalf of the Great Lakes Exposition which gets under way in Cleveland June 27.

CESAR SAERCHINGER, European representative of CBS at London, who came over on the maiden voyage of the *Queen Mary* with Mrs. Saerchinger, addressed the Overseas Writers Club of Washington June 4. He expects to return to London in latter June of the *Aquitania*.

C. W. MYERS, manager of KOIN, Portland, Ore., is making a tour of the country, combining business and pleasure, before attending the NAB convention at Chicago.

HARRISON HOLLIWAY, who recently resigned as manager of KFRC, San Francisco, was honor guest at the Los Angeles Advertising Club June 2. On June 15 he takes up new duties as executive head of KFI-KECA, Los Angeles. He was given a farewell dinner by friends and employes before leaving San Francisco.

DR. FRANKLIN DUNHAM, NBC educational director, was official representative of the Music Educators National Association at the Federal Conference on Art, Music and Drama called in Washington June 1 and 2 by Dr. John W. Studebaker, U. S. Commissioner of Education.

SIDNEY DORAIS, NBC general accountant in San Francisco, was married June 6 to Jessye Stevens, former NBC employe.

PHILIP G. LASKY, manager of KSFO, San Francisco, has been promoted from a lieutenant junior grade to senior grade in the U. S. Naval Reserve.

CLYDE COOMBS, NBC account executive, has been appointed chairman of the radio departmental for the San Francisco Advertising Club for the ensuing year, succeeding Ralph Brunton, general manager of KJBS, San Francisco, and KQW, San Jose. Members of the departmental committee include Philip G. Lasky, manager KSFO; Edward McCallum, manager KYA; Carleton Coveny, commercial manager KJBS and KQW; Henry Jackson, commercial manager KFRC; Glenn Ticer, NBC account executive; Lindsey Spight, Pacific Coast manager, John Blair & Co.; Walter A. Burke, radio research manager, McCann-Erickson Inc.; Will Russell head of Will Russell Co., advertising agency, and Frank Huseman, district sales manager of Champion Shoe Machine Co.

TRACY MOORE, NBC salesman in San Francisco, on June 15 was transferred to the Hollywood office. He had been with KGW and KEX in Portland, Ore., before joining NBC two years ago.

JAMES E. SAYRE, formerly in the RCA statistical department, has been transferred to NBC. He will do special work in statistical research for sales and program promotional ideas.

BRADFORD SIMPSON, formerly of NBC and CBS, and recently with Jimm Daugherty Adv. Agency, St. Louis, has been named sales promotion director of WTMV, East St. Louis.

BEHIND THE MICROPHONE

GEORGE GATES, formerly of WHN, New York, replaces Walter King on the announcing staff of WCAU, Philadelphia. King is free lancing on commercial programs.

PAUL LUTHER, formerly of WGN, Chicago, and who has been working on the CBS *Romance of Helen Trent* series, on June 1 joined the announcing staff of WBBM, Chicago.

JOSEPH PARKER, news editor of KGFJ, Los Angeles, in June was named production manager.

CARLTON KADELL, who announces the "Strange as it Seems" transcriptions, will announce the Amos 'n' Andy programs from Hollywood for 13 weeks.

GORDON KERR, known to radio as Don Kerr, is now working with Garnett Marks in the baseball series on WMCA, New York. Until recently he was chief announcer of WTAR, Norfolk, and had previously been heard on WOR, WAAM, WHK and WTAM.

MARGARET HECKLE, for the last two years dramatic director of WCLO, Janesville, Wis., has joined the headquarters production staff of the Affiliated Broadcasting Co., Chicago.

WILLIAM HOLBROOK, formerly of the *Providence Journal* and prior to that with the *Springfield* (Mass.) *Republican*, has joined the NBC press department in Radio City.

ROBERT S. PRITCHARD, formerly of WLW, Cincinnati, has joined WWVA, Wheeling, as an announcer.

CHARLES ARLINGTON, recently of Yankee Network News Service and before that with WFBL, Syracuse, has joined the announcing staff of KYW, Philadelphia.

LOUIS SCHAEFER has been named publicity director of WKRC, Cincinnati, succeeding Chuck Wise, who resigned.

STANLEY SCHULTZ, recently in a number of Hollywood musical productions, has joined WPRO, Providence, as musical director.

AMONG announcers who have joined the staff of the Texas Centennial Exposition at Dallas are James Crocker, formerly of WOAI, San Antonio; Margery Leuthi, former continuity writer of KNOW, Austin, Tex.; Gertrude Gale, formerly of KMOX, St. Louis, and WMCA, New York, handling copyright clearance and music; Lewis Lacey and David Clark, formerly of Southwest Broadcasting System; Dudley Williamson, formerly of KFJZ, Fort Worth, and West Coast stations.

FIRST YEAR — WTMV, East St. Louis, Ill., celebrated its first birthday recently with a birthday party and anniversary programs. Here is Bill West, manager, cutting the cake as Lester E. Cox, president, watches. Members of the local Chamber of Commerce paid tribute to the rapid progress made by WTMV during the year.

PETER de LIMA, associate director of the CBS Artists Bureau Inc., New York, will be transferred to the West Coast in July with headquarters at KNX, Hollywood.

PAGE GILMAN, 18-year-old son of Don Gilman, NBC Pacific division vice president, who is known as "Jack Barbour" of *One Man's Family*, has been elected to Stanford's Hammer & Coffin fraternity made up of men on the comic publications. The young actor's drawings appear regularly in the *Stanford Chaparral*.

LEW STARK, chief announcer of WHAM, Rochester, is taking a leave of absence for the summer due to illness, Tom Murray, nemo announcer and member of the dramatic staff, taking his place.

MRS. DAVID BAYLOR, wife of the WGAR, Cleveland, announcer, is confined to an Oil City, Pa., hospital following an appendectomy. Mrs. Baylor is the former Alice Abbott (home counselor) of WCAE, Pittsburgh.

HAL HUBERT, formerly of WXYZ, Detroit, and recently added to the program staff of WGAR, Cleveland, has been appointed copyright manager.

HAROLD HUGHES, formerly of WAIU, Columbus, has joined the summer staff of KOIL-KFOR-KFAB, of Central States Broadcasting System. Don Finlayson, new to radio, will work with Bruce Wallace in promotion and publicity.

WILLIAM FULLER, formerly on the production and announcing staff of KYA, San Francisco, has joined the continuity department of KJBS, that city.

HERMAN NEUMAN, musical director of WNYC, New York municipal station, has been granted a three-month leave of absence to study education by radio abroad and to conduct All-American concerts over 10 government owned stations in Europe. He sailed June 9 on the *Bergenfjord* for Oslo, Norway, where he will conduct his first concert.

VICTOR CRAZE, medal winner at University of Texas for journalistic achievements, has joined the news staff of WOAI, San Antonio. Kay Burton, famed as the first woman on the scene of the Dillinger capture and formerly with Transradio Press, *Chicago Daily News* and *Pittsburgh Post-Gazette*, also has joined the staff.

JOHN HALLAM, announcing on KFI, Los Angeles, as Bud Heistand, early in June was married to Miss Jean Wood, daughter of Sam Wood, film director.

JACK BRASHEAR, formerly advertising director of Ambassador Theatre, St. Louis, has been named publicity director of WTMV, East St. Louis. Fred Moegle, recently of WKBB, Dubuque, Ia., has returned to the WTMV announcing staff. James Gillis, announcer and singer, will play in stock at Colorado Springs this summer. Woody Klose, WTMV program director, who was married in May to Miss Mary Virginia Taylor, is expected back from his honeymoon June 15.

JOHN K. CHAPEL, announcer and continuity writer of WOW, Omaha, leaves July 1 on a lecture tour in a number of Western states. Mr. Chapel, a former Count of Pskov, will describe present and past conditions in Russia.

ZACH HURT, announcer and guitarist, formerly of KGKO, Wichita Falls, Tex., has joined KFJZ, Fort Worth.

BEN SWEETLAND, formerly of WJR and WWJ, Detroit, as the "Friendly Counsellor", early in June joined KNX, Hollywood, for a daily morning program.

VERA OLDHAM, writer of the *Drums* series on the Don Lee California network, and staff member of the Raymond R. Morgan Co., Hollywood radio agency, sailed June 4 for Tahiti on the *Makura* to gather material for next winter's copy.

WALTER KNOBELOCH, former announcer of WCSC, Charleston, has joined WIS, Columbia, S. C. Francis Fitzgerald, formerly of WIS, is now with WCSC.

BOB CUNNINGHAM, production manager of KOIL, in Omaha, addressed a vacation class at Omaha Tech High School, describing operation of a radio station. R. Bruce Wallace, Central States Broadcasting System promotion manager, addressed the Ladies Night meeting of the Syracuse, Neb., Community Club.

ROLAND BRADLEY, formerly of WGY, Schenectady, and until recently program manager of WINS, New York, has transferred to WBAL, Baltimore.

DOROTHY SHANNON, whose real name is Dorothy Shanman, has replaced Miss Marnie Campbell and Miss Joan Davis as the fillers of the *Daily Market Basket* on WGY, Schenectady. She gave fashion talks at one time for WTAM, Cleveland.

GARNET GARRISON, program director of WJIM, Lansing has resigned to spend the summer in graduate work at the University of Michigan and join the faculty of Wayne University, Detroit, in the fall, teaching speech and radio broadcasting.

HAROLD SOUTHARD, son of Edythe Fern Melrose, manager of WJAY, Cleveland, will act as page in the WJAY executive offices during the summer. He is a high school student.

The Only Single Medium For Reaching at the Same Time the Multiple Texas Centennial Market

THE TEXAS QUALITY NETWORK

Always a desirable market, the Lone Star State this year offers advertisers a huge plus value. Centennial celebrations throughout the State add outside wealth, put thousands to work, attract millions of spending visitors . . . loft the "bright spot of the nation" to a new peak of prosperity.

The Texas Quality Network, with an audience of over a million radio families, affords the sole means of reaching simultaneously all the units that make up the huge Texas Centennial Market. Strategically located, high-powered NBC affiliates provide the only complete, effective coverage of Texas (plus Oklahoma and portions of five adjacent states) with one program . . . at one cost.—Productive, economical, an important influence on the prosperous consumers of the Southwest, TQN is an outstanding advertising buy for 1936!

50,000 Watts · 50,000 Watts · 5,000 Watts (D.) · 50,000 Watts

WFAA · WBAP · KPRC · WOAI

DALLAS · FORT WORTH · HOUSTON · SAN ANTONIO

National Representatives: Edward Petry & Co.

7 out of 10

Listeners to BUFFALO STATIONS tune in

WGR or WKBW

between 5 and 7 P. M.

says Ross Federal

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO

Represented by

FREE & SLEININGER

IN THE CONTROL ROOM

HAROLD HIGGINS, engineer of WCAU, Philadelphia, assigned to Boake Carter, made the trip to Havana recently with Carter and is handling the controls on Carter from the political conventions.

A CLASS of 30 was graduated June 5 from the Capitol Radio Engineering Institute, Washington, having completed the one year engineering course. An annual graduation dinner was held that evening at the Willard Hotel, presided over by E. H. Rietzke, president of the Institute. Several of the graduates already have obtained radio jobs.

R. C. STINSON, chief engineer of WBAP, Fort Worth, is recovering from an operation and expects to be back at work early in July.

ESMONDE C. LITTLER, chief engineer of J. B. Chandler & Co., operators of 4BC in Brisbane, Australia, and various other Australian stations, has concluded a four-month tour of American stations. He was accompanied by Frank B. Chandler, who came over to develop American accounts and who expects to remain in this country as representative of the groups.

HARVEY ADERHOLD, chief engineer of WRDW, Augusta, Ga., on June 7 was married to Miss Vivian Washington, of Augusta.

LEON LLOYD, formerly of Tampa, has joined WMFJ, Daytona Beach, Fla., as operator, filling the vacancy caused by the departure of John Tobola for KELD, El Dorado, Ark.

AL TRANKLE, formerly of the Chicago and San Diego expositions, is handling sound control at the Texas Centennial.

ART STEWART, transmitter engineer of KOIL, Council Bluffs, is the father of a girl born in May.

WALTER WIDLARI, of the engineering staff of WJAY, Cleveland, is the father of a boy born in May.

WALTER H. JOHNSON, engineer of WIBM, Jackson, Mich., is the father of a boy born May 27.

STANLEY WALTERS, formerly chief engineer of the Tobe Deutschmann Co., Canton, Mass., has joined the engineering staff of Cornell-Dubilier Corp., New York.

CLIFTON M. TODD, former chief operator of WNAX, Yankton, S. D., has been named chief engineer, succeeding Harry A. Seils.

MOODY McDONALD, former chief engineer of KTHS, Hot Springs, Ark., on June 10 joined the engineer staff of WLW, Cincinnati.

THOMAS F. BAKER, chief engineer of the Press Wireless station at Hicksville, Long Island, has resigned effective June 15.

Sleep

SO listeners may enjoy their radios without disturbing the sleep of others at night, WOR, Newark, has started its annual "Be Kind to Your Neighbor" campaign. Every night WOR broadcasts a brief suggestion that perhaps the loudspeaker can be dialed down a bit so neighbors won't be annoyed.

GLENN D. GILLETT, Washington consulting radio engineer, underwent an appendectomy at Emergency Hospital, Washington, June 6, following an acute attack. He was recuperating nicely, according to his physician.

RAYMOND W. ROGERS JR., formerly of RCA and WHAT, Philadelphia, who has been making a survey for the New Jersey Police Radio Commission, has been named to the engineering staff of WOR, New York. Cryler Tuthill, formerly with Eastern Service Co., Paramount, NBC and a ship operator, also has joined the staff.

CHESTER BOGGS, formerly a sound engineer at Paramount studios in Hollywood and for six years design engineer with Bell Laboratories, has been appointed chief engineer of Jean V. Grombach Inc., New York transcription producers.

BILL CRUICKSHANK, new to broadcasting, has been named assistant chief engineer of CKNX, Wingham, Ont.

CHARLES HENRY, operator at the KROW, Oakland, Cal., transmitter for the last four years, resigned June 1 to ship as radio operator on the *S. S. H. F. Alexander*, which plys between Seattle and San Diego.

MARSHALL JEWELL, of the engineering staff of WGN, Chicago, is the father of a boy born in Evanston Hospital.

W. E. PLUMMER, NBC engineer in New York, arrived in Hollywood early in June on network business.

Raymond F. Ozier

RAYMOND F. OZIER, 26, chief technician of KEHE, Los Angeles, the past five years, died May 26 at Olive View Sanitarium, San Fernando, Cal. He was a native of Glendale, Cal., and was buried at Forest Lawn Memorial Park in that city.

Nunns Sell Station

SALE OF KPDN along with the *Pampa* (Tex.) *Daily News* to R. C. Hoiles and his son C. H. Hoiles, who own the *Santa Ana* (Cal.) *Register*, was disclosed early in June. The Pampa station and newspaper were owned by J. L. Nunn and his son Gilmore Nunn, who recently bought the *Lexington* (Ky.) *Herald* and took an option to purchase WLAP, Lexington. The Nunns also own KGGM, Albuquerque, N. M. and have one-third interest in KICA, Clovis, N. M., and are understood to be negotiating for the purchase of other stations.

ACCURACY

PRECISION FREQUENCY CHECKS

A prompt and reliable service now being used by over 100 representative commercial stations.
Single Measurements..$1.75 each
Once-a-week Measurements..... 5.00 per month

TRU-AXIS *LOW DRIFT CRYSTALS

Fully mounted in Isolantite variable air-gap type mounting. $42.50

* Drift guaranteed LESS than 3 CPS per °C per Megacycle.

COMMERCIAL RADIO EQUIPMENT COMPANY
1309 BALTIMORE • KANSAS CITY, MO.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY ILLINOIS

SOLVED!
the instantaneous recording problems of station "A"

PRESTO DRAMATICALLY TESTED IN ACTUAL STATION EMERGENCY

"This political campaign is knocking our schedule into a cocked hat—we must have recordings of at least a dozen programs right away. We've got to get a recorder!"

Station "A", a midwestern broadcasting station, was in a tight spot—without a recorder at a crucial moment.

"Phone Presto!" the chief ordered. A few minutes later Station "A" was in touch with the Presto Recording Corporation in New York City. A frantic question—could a recorder reach them that same day? No!—a half a continent's distance was too great. But Presto engineers offered a suggestion. *"Get in touch with Station 'K' in a neighboring city and ask them to lend their Presto Recorder."* Another long distance call—Station "K", they learned, couldn't spare their Recorder—it was in constant use. They in turn, suggested Station "M". Station "M" flashed. *"Yes, ours is available!"* Within the hour a Presto Instantaneous Recorder was being flown by plane from Station "M" to Station "A".

NOTE—This is a short excerpt from the file of actual occurrences in which Presto has played a part in helping stations solve their instantaneous recording problems.

PRESTO . . . AS AN OUNCE OF PREVENTION

The possibilities of emergency in your own station must not be overlooked. You, too, can enjoy the convenience and money-making potentialities of the Presto Instantaneous Recorder. Communicate with our Engineering Department for the most economical equipment. Whether you are considering the purchase of a complete Instantaneous Recorder or of a needle, rely on the carefully coordinated facilities of Presto . . . and remember the Green Seal Discs!

MANUFACTURERS OF EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

Mrs. Belmont Appointed To NBC Advisory Board

MRS. AUGUST BELMONT, New York social leader who before her marriage was prominent on the stage, on June 5 accepted Chairman Owen D. Young's invitation to become a member of NBC Advisory Council, succeeding the late Mrs. John D. Sherman, former president of the General Federation of Women's Clubs. Mrs. Belmont becomes chairman of Council's committee on women's affairs.

The NBC Advisory Council's members include, besides Mr. Young, Merlin H. Aylesworth, Newton D. Baker, Paul D. Cravath, Ada Comstock, Henry Sloane Coffin, Walter Damrosch, John W. Davis, Francis D. Farrell, William Green, James G. Harbord, Robert M. Hutchins, Morgan J. O'Brien, Henry S. Pritchett, Henry M. Robinson, Elihu Root, David Sarnoff and Felix M. Warburg.

Here Next Month:

Tru-Fidelity

by

THORDARSON

Most Sensational Audio Development in Radio History

WFIL ON ITS OWN

To Have Separate Equipment at Democratic Session

WFIL, Philadelphia, will have its own broadcasting setup at the Democratic party convention which convenes June 23 in Philadelphia Municipal Auditorium, according to Donald Withycomb, manager, and will be the only local station represented by its own equipment. The broadcasts will be fed to Inter-City Group.

With its own booth on the speaker's platform adjoining NBC, CBS and Mutual, WFIL will make all of its own pickups to enable presentation from a local viewpoint. The WFIL remote studio on the second floor of the auditorium building will serve as a liaison for delegates from surrounding states. Studios will be maintained at the Ben Franklin and Bellevue-Stratford hotels, convention headquarters.

Heading the WFIL staff will be Mr. Withycomb, aided by Roger W. Clipp, of the executive staff; Isabelle Hewsom, feminine commentator; Al Stevens, chief announcer; Joe Connolly, head of the news bureau. Frank Becker, chief engineer, is supervising technical arrangements.

Mattress Firm Plans

SEALY MATTRESS Co., Memphis (Sealy-rest mattress) will place eight one-minute WBS announcements on an unannounced list of stations shortly. Walker & Downing, Pittsburgh, placed the account.

KIRO STEPS UP—Clarence D. Martin (left), governor of Washington, closing the switch that increased the power of KIRO, Seattle from 500 w to 1,000. Others, left to right, are David Whitcomb, Seattle C. of C.; James Scavotto, member of council; Louis K. Lear, president of Queen City Broadcasting Co., owning and operating KIRO.

Budget for Advertising Is Curtailed by Sunkist

THE California Fruit Growers Exchange, Los Angeles, which was to spend $648,763 for the fiscal year starting Nov. 1 on its advertising appropriation, will curtail its budget, handled through the Los Angeles office of Lord & Thomas. The original estimate of 28,085 cars of oranges has been revised to 21,000 cars for next season. Since the shipments will not amount to the original estimate, the advertising fund will decrease correspondingly.

The association's share of money for advertising is based on five cents a box for oranges and ten cents for lemons, and not on the basis of the market price. The first of the year the group used the *Sunkist Magazine of the Air* and *Golden Valley*, transcriptions, in the East spots for a test campaign with the expectation of using radio to a larger extent next year. While executives of the exchange indicate that they were well satisfied with the radio test, the present plans for November do not call for any money to be spent in radio. Officials say, however, that if the budget becomes more flexible they will use a few spots for another brief test later in the season.

Social Work Conference Lauds Radio Assistance

THE IMMENSE value of broadcasting in the furtherance of social welfare work was recognized formally by the recent annual convention of the National Conference of Social Work at Atlantic City, which voted its distinctive award for outstanding educational contributions in that field to WBBM, Chicago, for its Saturday *With Other People's Money* series.

The programs, presented by WBBM in cooperation with the Council of Social Agencies of Chicago and written by Kaye McLaughlin, each week dramatize the work of a different Chicago charity from actual cases taken from charitable agency files. Production and supervision of the program is under the direction of John D. Fitzgerald, CBS Chicago public events and special features director.

4 times as big!!

VARIETY

WBNX Power Boost

WBNX, New York, has obtained permission from the F.C.C. to up its power from 250 to 1,000 watts, and build a 200-watt shortwave outfit. Boost goes into effect as soon as a new transmitter at Cliffside, N. J., can be completed. Programs thereafter will be long and short-waved simultaneously for greater coverage. Indie station is owned by Standard Cahill and operates on three-quarter schedules. Programs are well salted with foreign stuff, latter being broadcast in 10 languages.

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

WRITE FOR FULL INFORMATION AND RATES

WTCN

St. Paul — Minneapolis

FREE & SLEININGER, INC.

National Representatives.

KVI

COVERING THE TACOMA SEATTLE MARKETS

SEATTLE TACOMA

FREE & SLEININGER INC.

National Representatives

Sell Tacoma-Seattle at ONE Low Cost

KVI gives strong signal strength and CBS program preference over entire Puget Sound area. KVI's transmitter, located midway between Tacoma and Seattle, gives ideal reception which reflects in "mailbag" results. 1000 watts 570 kc.

Pioneer CBS Station in Pacific Northwest

State Operation of KOB Rejected and Station Is Sold to T. M. Pepperday

REJECTING the plan for state ownership and operation of KOB, Albuquerque, as a publicity vehicle for the State of New Mexico, the New Mexico State College of Agriculture & Mechanic Arts, licensee of the 10,000-watt station, which shares the 1180 kc. clear channel with KEX, Portland, Ore., has entered into an agreement with interests headed by T. M. Pepperday to sell the station for $25,000 cash conditional upon FCC approval.

Mr. Pepperday is publisher of the *Albuquerque Journal*, which has operated the station for several years under lease, and he is also business manager of the Rocky Mountain division of the Scripps-Howard newspapers. Scripps-Howard publishes the *Albuquerque State Tribune* and while it has no corporate interest in the *Journal*, it has a working arrangement with Mr. Pepperday.

Under the deal, the Albuquerque Broadcasting Co. is organized, with Mr. Pepperday as 100% stockholder, and with Reagen E. Brewer, business manager of the *Journal*, as an officer together with Mrs. Pepperday. It is proposed to spend about $30,000 on improvements, and to make it available as a mouthpiece for the state and its educational institutions without cost. The station for some years has been operating at a loss.

Last January state officials were given a report by H. A. Engel, executive secretary of the National Association of Educational Broadcasters, recommending the operation of KOB on a non-commercial basis by a public advisory council and its support by a tax on increased gas receipts derived from the tourist traffic its broadcasts might attract.

Beauty Mist Test

LINDSAY RIPE OLIVE Co., San Francisco, has appointed Doremus & Co., San Francisco, to handle national advertising for its Don Lin Roco Beauty Mist (cosmetic), and along with other media on June 10 started a 13 weeks test campaign on NBC-KGO, using five minutes participation thrice weekly in Hugh Barrett Dobbs' *To the Ladies*. Lucrezia Kemper is the agency account executive in charge.

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

"A Large Army of People-Listen"
To K·F·B·K·

Monticello, Calif.
May 11, 1936.

Radio Station KFBK,
Sacramento,
California.

Dear Sirs:

I am writing you to thank you for your excellent work during frost season. We appreciated it very much and it certainly saved us a lot of worry and gave us plenty of time to get ready for lighting when it was going to be necessary to do so. We had never listened to your Radio Station until frost time. Mr. Janofsky told Mr. Meek of your broadcasts each evening at 8 o'clock, and now we never tune in any other station. We had a frost station here on the N. T. Meek Ranch during the frost period and took the reading each day for the weather man and it was very interesting to follow it up with your final frost warning each evening.

We want to thank you, each and everyone for this fine service you have given the fruit men of the Valley during the past frost period — and hope you will be with us next year at the same time again. It is a wonderful and helpful service to those who are in the fruit business. We shall continue to listen to your fine programs through out the year.

Very sincerely,
Mrs. Percy Baker

UNITED STATES DEPARTMENT OF AGRICULTURE
WEATHER BUREAU

April 28, 1936.

Radio Station KFBK,
The Sacramento Bee,
Sacramento, Calif.

Gentlemen:

With reference to the broadcast of weather reports that is provided by Radio Station KFBK, this office desires to express its appreciation for the valuable and efficient service you are rendering.

Reports from field agencies in different parts of the Sacramento Valley indicate that reception is clear, free from interference and comes in with good volume.

An increasingly large number of persons, many with important interests to serve, tell us that they depend upon the broadcasts of Station KFBK for complete weather information daily, such as, weather forecasts, frost warnings and river reports.

This office refers many persons to your broadcasts for regular advices in regard to weather, and many say that the service is excellent and just what they have always desired -- a reliable source from which to obtain the latest Weather Bureau reports.

Yours service is especially valuable and unique because of its regular and frequent announcements, covering all phases of weather information. Some radio stations broadcast weather reports sporadically, and therefore those desiring the information regularly are often disappointed.

The Weather Bureau is highly appreciative of your splendid cooperation and the service it affords the people, and in this we bespeak the sentiment of a large army of persons who have use for weather reports.

Very truly yours,
E. H. Fletcher
E. H. Fletcher,
Meteorologist.

Superior California depends upon its crops - the crops depend upon timely weather forecasts and the growers depend upon the weather service of Radio Station KFBK.

REPRESENTATIVES

Joseph McGillvra
485 Madison Avenue
New York City

919 North Michigan Avenue
Chicago, Illinois

Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, Calif.

1358 Russ Building
San Francisco, Calif.

1038 Exchange Building
Seattle, Wash.

5000 WATTS ★ K·F·B·K ★ SACRAMENTO

Louisville people have nearly 3 times MORE DOUGH per capita than out-of-towners!

So far as *money-to-spend* is concerned (and what else interests you?)—the 350,000 people in Louisville average a per-capita spendable income of $669 per year, whereas the people in the rest of Kentucky average only $299. And to thousands of Louisville people, our NBC programs make Station WAVE the *favorite* spot on the dial. . . . 830,080 first-airea listeners; 1,132,692 total listeners—and nary a back-woods section on our map!

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

WJZ Radiator Plans Approved

PLANS for the construction of the new 640-foot vertical steel antenna for WJZ, New York, were recently approved by the FCC and bids for construction of the radiator are now being received by NBC. The single tower will be supported by two sets of steel guy stays and will be located on the same site as the present type of antenna with its two towers supporting the copper wire antenna.

The new radiator is expected to improve the WJZ signal. It is planned to have the radiator installed and in operation within the next five months. The tower will be painted in alternate stripes of white and orange as an aid to aviation and at night it will be brilliantly lighted and topped with a flashing red aviation beacon.

NO *Sales Bugaboo* This Summer

Advertising on WLS this summer is the heaviest in station history. The old summer bugaboo doesn't exist any longer. Summer business (spot) just secured includes Chevrolet, Feature Foods, Allis-Chalmers, ABC Washer, Electrolux, Reliance Big Yank Shirts, Conkey Feeds, Jelsert, Griffin Shoe Cleaner, Graef-Cowen Fly Ribbon and Ball Bros. With one exception, all have used WLS before.

THEY KNOW WLS!

50,000 Watts WLS clear channel

Prairie Farmer Station, Chicago
Burridge D. Butler — Glenn Snyder
President — Manager

National Representatives: John Blair and Company

VOCATIONAL RADIO
Study of Personnel and Duties To Be Undertaken

TO LEARN about the vocational aspects of radio, William B. Levenson, director of radio activities of West Technical High School, Cleveland, is conducting a survey for the Graduate School of Western Reserve University, Cleveland.

Questionnaires to be sent to stations this month will provide easily filled blanks covering age, sex, years in radio, previous position and education of employes. A second group of questions lists the duties these employes perform. In addition the following information is asked: Five important specific duties of program director; five duties of production men; personality traits of successful leaders in radio program production; what supplementary school train (subjects) would be most helpful in production and direction.

Mr. Levenson hopes to arrange a standard curriculum for radio instruction and later plans to delve further into the vocational subjects at network headquarters. He has been active for years in Ohio educational circles.

Radio Employment Office Is Started in Cleveland

CLEVELAND Vocational Bureau, located in the Schofield Bldg., Cleveland, an old-line employment agency, has announced the establishment of the first employment agency for the broadcasting industry. This branch of its activities will be directed by Stanley F. Babington, formerly associated with various Cleveland stations.

The agency will act as a clearing house for the employment of radio executives, salesmen, announcers, engineers and artists, charging a fee of 10% for temporary positions or half of one month's salary for placements in permanent jobs. Artists and announcers will be required to file recordings of their work with their applications, these to be made available to station executives.

No More Records

THE Los Angeles Broadcasters Association on June 4 voted to place all arrangements for programs or announcements by civic groups, luncheon clubs, convention publicity and the like under J. Howard Johnson, radio consultant, as a clearing house. Discussion, without being put to a vote, was made on the demands of the American Radio Telegraphists Association. Discussion also centered around the American Society of Recording Artists. Three Los Angeles stations have signed with the group. It was the concensus among the broadcasters that they should act as a unit—all signing or all not signing—but no official action was taken. The Association voted to broadcast no more phonograph records.

DODGE DEALERS ASSN., Chicago, through Ruthrauff & Ryan Inc., Chicago, after an absence from broadcasting, has resumed its Sunday *Gloom Dodgers* transcription program on WBBM, Chicago.

EQUIPMENT

RCA MFG. Co. Inc., Camden, has issued promotion material covering a number of new types of equipment, including a transmitter for high-frequency broadcasting. Classified as 100-F, the transmitter has a frequency range from 30-41 mc. The catalogue offers a discussion of high-frequency broadcasting and its advantages. Another booklet covers Type 1-D, 1 kw. transmitter now used by some 20 broadcast stations. Also announced is a new modulation monitor, Type 66-A and 66-B, for which a number of advantages are claimed.

AMPERITE Corp., New York, has developed a new input transformer of the cable type to operate low impedance microphones directly into amplifiers having high impedance input. The microphone cable may be as long as 2,000 feet and high gain amplifiers are thus made adaptable to any location. Hum neutralization is claimed. Either 50 or 200 ohm impedance can be fed into the standard input impedance of 200 ohms. As many as four velocity microphones can be fed into one transformer.

TWO new crystal headphones have been announced by Brush Development Co., Cleveland, to supplement the Type A 2-phone model. The first is a single 'phone instrument with head band and soft rubber pad. The second, also single, has the 'phone mounted on a 12-inch lorgnette handle, with five-inch extension. Rugged construction and light weight are claimed for the new equipment.

KEHE, Los Angeles, will completely reorganize its technical equipment, including the installation of a vertical radiator, which will be 350 feet high. Increase to 5,000 watts will be made late in July. The new transmitter will probably be in the western portion of the city. It was previously at Santa Monica.

WNAX, Yankton, S. D., is installing complete new Western Electric speech input equipment and constructing new control room and announcers booth.

William T. Pierson

WILLIAM T. PIERSON, former program director of WMAL, Washington, and a pioneer in capital broadcasting circles, died at his home May 31 at the age of 57 after a long illness. A native of Washington, Mr. Pierson was with the old WCAP (now WRC) when founded by the local telephone company. He first auditioned Kate Smith and other notables of today's radio. He was also a writer of numerous sacred and patriotic songs.

★ ★ ★ ★

WNOX
Knoxville, Tennessee
•
COMPLETE COVERAGE of the RICHER TVA MARKET

More Freedom in Sponsored Broadcasts Hoped for in Proposed Canadian Change

By JAMES MONTAGNES

"WE AFFIRM the principle of complete nationalization of radio broadcasting in Canada. Pending the accomplishment of this, radio listeners will continue to be dependent on private stations for much of their entertainment."

This is part of Paragraph 7 of the unanimous report of the Parliamentary Committee on Canadian broadcasting tabled in the House of Commons May 26 by Arthur Beaubien, chairman. It apparently leaves little doubt as to the ultimate fate of broadcasting in Canada, but it does not eliminate private broadcasting at once.

The preliminary to the report shows that private broadcasting will have a long time on the Canadian air, for "it has been made evident to your committee that the establishing of national broadcasting in Canada presents many difficulties, for the correction of which time, experience, and large expenditures of public money will be necessary." This preliminary to the 1936 report was the conclusion of the 1934 report of another Parliamentary committee.

Administrative Change

THIS year's committee recommended the disbanding of the present three-man Radio Commission, to be substituted by a corporation on the lines of the British Broadcasting Corp., with a board of nine governors representing all parts of Canada, who would in turn recommend to the government a general manager and an assistant general manager. The governors would serve without pay and the general manager "should be an executive of the widest experience in the field of radio broadcasting". He would be responsible to the board of governors.

Possible general managers have already been mentioned but none have been officially named or considered, since the board of governors has not yet been appointed and the necessary legislation to create the corporation has at this writing not yet been placed before parliament. Gladstone Murray of the BBC and Reginald Brophy of NBC, have been named as possible holders of the position, simply because they are the only two Canadians outstanding in the broadcasting field with wide experience in large scale broadcasts. Only a Canadian will be picked for this position, and Murray has already been consulted by the previous government on the broadcasting problem. It may be that the board of governors may recommend a Canadian already in Canadian broadcasting.

The corporation is to have control of all programs, political and advertising, broadcast by private or publicly-owned stations, and of all wire networks. It will not be part of the Civil Service, since the committee recommends full freedom for the corporation in the hiring and dismissing of employes. The corporation will be enabled to borrow sums up to $500,000 for the establishment from time to time of new stations.

The control of licensing broadcasters, assigning wavelengths and power, collection of license fees, etc., will all be under the radiotelegraph branch of the present Department of Marine (shortly to be merged into a new Ministry of Transport). There is to be close cooperation between the Minister of Marine and the corporation.

Legislation is to be provided for the taking over of any private stations, compensation not to include the value of the license or of the channel used by the station. No station has a proprietary right to any channel and no compensation will be paid for change of a channel or the cancellation of a channel allotment, according to the report.

The report mentions close cooperation between the corporation and the Canadian Press, a review of wire line network contracts, no political broadcasts on election day or two days previous, equitable time allotment to all political parties by the corporation, no dramatized political broadcasts and only fully-sponsored political broadcasts.

Legislation supplementing the report is expected to be passed at this session of Parliament, and is so recommended by the committee, which means an early operation of the new system.

The present three commissioners in being dismissed are expected to be looked after, especially Chairman Hector Charlesworth, it having been announced that a post will be found for him under more "congenial" surroundings. Vice Chairman C. A. Chauveau will likely go back to his law practice while Commissioner W. A. Steel is expected to go back to the Signal Corps of the Canadian Army.

Toronto broadcasters are of the opinion that the new setup will not greatly affect broadcasting and perhaps give more freedom in advertising.

The recommendation for nationalized radio was the only solution possible for broadcasting from a political standpoint, it is said, since the Liberal Party first appointed the Aird Commission to look into broadcasting. This commission recommended nationalization. Before legislation could be enacted the party was out of office, and the Conservative Party implemented the report by forming the present Radio Commission and started nationally-owned broadcasting. The present Liberal government was in the majority on the present committee, and other parties in the House of Commons are socialistically inclined, thus also in favor of public operation of broadcasting. Thus all government parties are recorded in favor of some form of nationalized radio service.

Of special interest is a clause in the report which recommends legislation enabling the radio branch of the Department of Marine to force owners of electrical apparatus interfering with broadcast reception to install equipment to eliminate the interference. Canada has 34 specially equipped cars throughout the Dominion hunting up this type of radio interference, but to date has no power to force owners of such equipment as oil furnaces, heating pads, flash signs, etc. to eliminate interference caused by the electrical equipment.

Must Have Radio

WHEN WMEX, Boston, moved from the Hotel Manger, the hostelry noted a considerable drop in business. Manger executives in New York advised the Boston management to buy time from WMEX and the hotel now is sponsoring *Sportlights With Al Pierroti* nightly except Sunday for a quarter-hour.

Over 2500 paid 25c each
to the
WJBY BARN DANCE
May 16
WJBY Gadsden, Ala.

Here Next Month:
Tru-Fidelity
by
THORDARSON
Most Sensational
Audio Development
in Radio History

Too BUSY to write an ad!

Installing our
NEW
5 KW
Transmitter
— at —
KFPY
Spokane's Pioneer Broadcasting Station
SPOKANE, WASHINGTON

PROGRAM APPEAL? Tremendous!
WXYZ combines the drawing power of N.B.C. Blue Network programs with its own showmanship backed by 25 years of successful experience in entertainment enterprises.
COVERAGE? Complete!
WXYZ and the Michigan Radio Network, with 8 stations in Michigan's 8 largest cities, cover Michigan's big, rich, responsive markets.
AUDIENCE APPRECIATION? Unquestioned!
WXYZ refuses to broadcast spurious claims or questionable products which earns the rewards of public acceptance and respect, thereby increasing the attention value to advertising.

But WXYZ's
PLUS Value is
in its Great Merchandising Service

Program Appeal, Coverage, and Audience Appreciation pay quickest dividends for radio advertising investment. However—WXYZ offers PLUS Value. That PLUS Value is the WXYZ Merchandising Service, which (at no extra cost) secures distributors and dealers, sells initial orders, places advertising displays and checks credits. Our crew of trained field men become as a part of your selling organization. New products can be introduced in Michigan quickly. Write or wire for full particulars.

WXYZ N.B.C. Blue
KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING DETROIT
WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WCAU, Philadelphia

Drug Trade Products Inc., Chicago (Peruna, Kolorbak, etc.), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
California Fig Syrup Co., Wheeling (proprietary), 4 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
E. I. Dupont de Nemours Co., Wilmington, Del. (paint), 2 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc. N. Y.
General Mills Inc., Minneapolis (Wheaties), 6 weekly baseball.

KMOX, St. Louis

Lambert Pharmacal Co., St. Louis (Listerine), 66 *sp*, thru Lambert & Feasley Inc., N. Y.
American Soda Water Co., St. Louis (soft drinks), 156 *sa*, direct.
Lane Bryant Co., St. Louis (women's ready-to-wear), 260 *sa*, direct.
Drug Trade Products Inc., Chicago (Peruna, Color-bak), 312 *sp*, thru Benson & Dall Inc., Chicago.
Frigidaire Corp., St. Louis (refrigerators), 18 *sp*, direct.
Jel-Sert Co., Chicago (Flavor-Ade), 30 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Greise Dieck Bros., St. Louis (beer), 312 *sa*, thru Anfenger Adv. Co., St. Louis.
Benjamin Moore & Co., Philadelphia (paint), 13 *sp*, direct.
Pen-Jel Co., Kansas City, Mo. (jelly), 78 *sa*, thru R. J. Potts Adv. Co., Kansas City.
Falstaff Brewing Corp., St. Louis (beer), 39 *sa*, thru Gardner Adv. Agency, St. Louis.
Sno-Flake Products Co., Detroit (shoe cleaner), 65 *sa*, thru Chas. A. Mason, Detroit.

WNAC, Boston

Boston & Maine R. R., Boston (transp.), 2 daily *sa*, thru Doremus & Co., Boston.
Sears Roebuck & Co., Boston (retail), 4 daily *sa*, thru Chambers & Wiswell Co., Boston.
Short Line of Connecticut, Hartford (bus line), 8 *sa*, direct.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 2 daily *sa*, thru Joseph Katz Co., Baltimore.
Norwalk Tire & Rubber Co., Norwalk, Conn. (tires), weekly sp, direct.
Reliance Mfg. Co., Chicago (Big Yank shirts), weekly *t*, thru Mitchell-Faust Adv. Co., Chicago.

WAAB, Boston

F. B. Washburn Co., Brockton, Mass. (Walico candy), weekly *sp*, thru Broadcast Adv. Inc., Boston.
Procter & Gamble Co., Cincinnati (Drene), 5 weekly *sa*, thru Blackman Adv. Inc., N. Y.
Waterbury Brewing Co., Waterbury, Conn., daily *sa*, thru Charles W. Hoyt Inc., N. Y.

KFRC, San Francisco

Pacific Greyhound Lines Inc., San Francisco (transportation), weekly *sp*, thru Beaumont & Hohman Inc., San Francisco.

WBT, Charlotte, N. C.

Free State Brewing Corp., Baltimore, 25 *sa*, thru Harry J. Patz Co., Baltimore.
Griffin Mfg. Co., Brooklyn (shoe polish), 5 weekly *ta*, thru Bermingham. Castleman & Pierce Inc., N. Y.
Webster-Eisenlohr Inc., New York (Cinco cigars), weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.
Snow White Co., Salisbury, N. C. (Roso-Clean), 3 weekly *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.
Nu-Shine, Reidsville, N. C. (Nu-Shine), 3 weekly *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.
General Mills Inc., Minneapolis (Red Band flour, Wheaties), 2 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WHIO, Dayton

M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 6 *ta*, thru Brooke, Smith & French Inc., N. Y.
Chocolate Products Co., Chicago (Stillicious), 65 *t*, thru J. L. Sugden Adv. Co., Chicago.
Ironized Yeast Co., Atlanta (proprietary), 8 *t*, thru Ruthrauff & Ryan Inc., N. Y.

KSFO, San Francisco

Standard Oil Co. of California, San Francisco (gas and oil), 18 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
General Brewing Co., San Francisco (Lucky Lager beer), 6 weekly *sa*, thru McCann-Erickson Inc., San Francisco.

WMAQ, Chicago

Kellogg Co., Battle Creek, Mich. (corn flakes, Pep, etc.), 5 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
McKesson & Robbins Inc., Bridgeport, Conn. (Calox, Abolene, etc.), 14 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.

KGO, San Francisco

Lindsay Ripe Olive Co., San Francisco (cosmetics), 3 weekly *sp*, thru Doremus & Co., San Francisco.
Bulova Watch Co., New York (watches), 36 weekly *sa*, thru Biow Co. Inc., N. Y.

KDKA, Pittsburgh

Ball Brothers Co., Muncie, Ind., 26 *sp*, thru Applegate Adv. Agency, Muncie.
Westinghouse Elec. & Mfg. Co., Mansfield, O., 4 *sp*, thru Fuller & Smith & Ross Inc., Cleveland.
Reliance Mfg. Co., Chicago, 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Acme White Lead & Color Works, Detroit, 18 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Chr. Hansen Laboratories, Little Falls, N. Y. (dessert), 27 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Oakite Products Inc., New York (cleanser), 13 *sp*, thru Calkins & Holden, N. Y.
Procter & Gamble Co., Cincinnati (soap), 105 *ta*, thru Blackman Adv. Inc., N. Y.
Duff-Norton Mfg. Co., Pittsburgh 18 *t*, thru Walker & Downing, Pittsburgh.
Hartz Mt. Products Co., New York (bird food), 13 *sp*, thru Hirsch Turpen Inc., N. Y.
M. J. Breitenbach Co., New York, 6 *ta*, thru Brooke, Smith & French Inc., N. Y.

WFBL, Syracuse

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), daily *sa*, thru Joseph Katz Co., N. Y.
N. Y. State Guernsey Breeders Assn., Syracuse (milk), daily *sa*, thru John Yonkers Agency, Syracuse.
Studebaker Sales Corp., South Bend, Ind. (autos), 3 weekly *t*, thru Roche, Williams & Cunnyngham Inc., N. Y.

WOR, Newark

Camel Pen Co., Orange, N. J. (fountain pens), 2 weekly *sp*, thru Mackay-Spaulding Co. Inc., N. Y.
Slide Fasteners Inc., New York, 2 weekly *sp*, thru G. Lynn Sumner Co. Inc., N. Y.
Gold Dust Corp., New York (Shinola), 3 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WGN, Chicago

General Mills Inc., Minneapolis (flour), 5 weekly *sp*, thru Blackett, Sample & Hummert, Inc., Chicago.
National Biscuit Co., New York (Shredded Wheat, etc.), 38 *t*, thru McCann-Erickson Inc., N. Y.

From Life

"Somebody's been practical joking."

WLS, Chicago

Acme Feeds Inc., Forest Park, Ill. (livestock feeds), 78 *sa*, thru K. E. Shepard Adv. Agency, Chicago.
Acme White Lead & Color Works, Detroit, Michigan (paints), 18 *sa*, thru Henri, Hurst and McDonald Inc., Chicago.
Babson Bros., Chicago (cream separator), 6 *sa*, thru Matteson-Fogarty-Jordan Co. Inc., Chicago.
Carter Medicine Co., New York (liver pills), 228 *ta*, thru Street & Finney Inc., N. Y.
Corn Belt Hatcheries, Kankakee, Ill., 3 weekly *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
G. E. Conkey, Cleveland (poultry feeds), 5 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Foley & Co., Chicago (Foley's honey & tar), 156 *sp*, thru Lauesen & Salomon Adv. Agency, Chicago.
Gardner Nursery Co., Osage, Ia. (plants, shrubs), 18 *sp*, thru Northwest Radio Adv. Co., Seattle.
Gateway Sporting Goods Co., Kansas City, Mo., 3 *sa*, thru R. J. Potts & Co., Kansas City.
Graef-Cowen Corp., Allentown, Pa. (Aeroxon fly ribbon), 9 *sa*, thru John L. Butler Co., Philadelphia, Pa.
Illinois Agricultural Assn., Chicago (farm bureau), 24 *sp*, thru Critchfield Co., Chicago.
Jel-Sert Co., Chicago (Flavorade), 24 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Eleanor Martin, Chicago (yarns), 2 weekly *sa*, thru Morenus Adv. Agency, Chicago.
Squire-Dingee Co., Chicago (Ma Brown's pickles & jams), 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Servel Inc., Evansville, Ind. (Electrolux), 52 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Walker Remedy Co., Waterloo, Iowa (Walko Remedy Tablets), 18 *sa*, thru Weston-Barnett Inc., Waterloo, Iowa.
C. S. Welch Co., New York (Bathasweet), 12 *sa*, thru H. M. Kiesewetter Adv. Agency, N. Y.

KNX, Los Angeles

Chocolate Products Co., Chicago (Stillicious candy), 3 weekly *t*, thru J. L. Sugden Adv. Co., Chicago.
Ward Refrigerator & Mfg. Co., Los Angeles (Olympic refrigerators), daily *sa*, thru Logan & Stebbins, Los Angeles.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

KPO, San Francisco

Standard Oil Co. of California, San Francisco (gas & oil), 7 weekly *sa*, thru McCann-Erickson Inc., San Francisco.

KJBS, San Francisco

Schwartz Ginger Ale Co., San Francisco (Lem-Lur-beverage mixer), 2 weekly *t*, thru Frank Wright & Associates, San Francisco.

KQW, San Jose, Cal.

Schwartz Ginger Ale Co., San Francisco (Lem-Lur-beverage mixer), 2 weekly *t*, thru Frank Wright & Associates, San Francisco.

WEAN, Providence, R. I.

Wehle Brewing Co., New Haven, 104 *sp*, thru William B. Bennington, Springfield, Mass.

WGN, Chicago

Kroger Grocery & Baking Co., Cincinnati (grocers), 104 *t*, thru Ralph H. Jones Co., Cincinnati.

WEAN, Providence

Sherwin-Williams Co., Cleveland (paint), 6 weekly *sa*, thru T. J. Maloney Inc., N. Y.

WEAF, New York

Modern Industrial Bank, New York (loans), 2 weekly *sp*, thru Marschalk & Pratt Inc., N. Y.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

FRIGIDAIRE SALES Corp., Dayton (refrigerators) on June 26 starts for 13 weeks, *Clara, Lu 'n' Em* and orchestra on 59 NBC-Blue stations, Fridays 9:30-10 p. m. Agency: Lord & Thomas, Chicago.

H. C. BRILL Co., Newark (E-Z Freeze) on June 3 started *Take It Easy* on 6 Mutual stations, Wed., 9:30-9:45 a. m. Agency: Franklin Bruck Adv. Corp., N. Y.

DRYDEN & PALMER Inc., Long Island City, N. Y., on June 14 started *Bernice Ackerman, Louise Wilcher* on 3 Mutual stations (WOR, WNAC, WFIL), Sun., 10:15-10:30 a. m. Agency: Samuel C. Croot Co. Inc., N. Y.

GOLDEN GLOW BREWING Co., San Francisco (beer), on June 5 started for 26 weeks *The County Fair* on 8 CBS-Don Lee stations, Fridays, 8:30-9:00 p. m. (EST). Agency: Leon Livingston Adv. Agency, San Francisco.

DURKEE FAMOUS FOODS Inc., Berkeley, Cal. (mayonnaise) on June 1 started for 26 weeks *Good Morning Neighbors* on 12 CBS-Don Lee stations, Tues., Fri., 10:15-10:30 a. m. (PST). Agency: Botsford, Constantine & Gardner Inc., San Francisco.

LINCOLN & ULMER Inc., New York (O-Nic-O cigarettes and cigars) on June 19 starts for 13 weeks *Secrets of Secret Service*, dramatizations with Capt. Don Wilkie, narrator, on 5 NBC-KPO Pacific Red stations, Fridays, 7:45-8:00 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

Network Renewals

WARD BAKING Co., New York on June 16 renews *News of Youth* on 20 CBS stations, Tues., Thurs., Sat., 6:15-6:30 p. m. Agency: Fletcher & Ellis Inc., N. Y.

RADIO CORP. OF AMERICA, New York (radio sets, etc.) on July 5 renews *RCA Magic Key* for 13 weeks on 59 NBC-Blue stations, Sundays, 2-3 p. m. Agency: Lord & Thomas, New York.

FORD MOTOR Co., Detroit (motor cars) on July 3 renews *Fred Waring and His Pennsylvanians* for 26 weeks on 58 NBC-Blue stations, Fridays, 9-9:30 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

FORD MOTOR Co., Detroit (motor cars) on June 30 renews for 26 weeks *Fred Waring and His Pennsylvanians* over 81 CBS stations, Tuesdays, 9-9:30 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

KAY JEWELRY Co., Oakland, Cal. (jewelry) on July 26 renews for 52 weeks in *The Kay Matinee* on NBC-KPO, Sundays, 3:15-3:30 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

Network Changes

WASEY PRODUCTS Inc., New York, on June 9 shifted *Voice of Experience* on NBC-Red network to Mon., Wed., Fri., 11:45-12 noon, Tues., Thurs., 7:15-7:30 p. m. Sunday half-hour program has been cancelled.

S. C. JOHNSON & SON Inc., on June 29 shifts *Fibber McGee & Molly* to NBC-Red network, Mon., 8-8:30 p. m.

ICE MFRS. ASSN. on June 7 shifted *Parties at Pickfair* to Sunday, 10-10:30 p. m.

STUDEBAKER SALES Corp., South Bend, Ind., on June 15 shifts *Richard Himber* to Mon., 9:30-10 p. m., on NBC-Red.

FREE TIME ASKED BY ENCYCLOPEDIA

NATIONAL ENCYCLOPEDIA, 250 Park Ave., New York, has invited broadcast stations to donate five minutes time every week to a series of advertisements bearing the title *Birth of the News*. In letters to stations it is explained that the advertisements "are being offered without charge as an educational feature of unusual listener interest."

A sample continuity contains these opening statements: "To understand today's news, and to guess tomorrow's, you have to know yesterday's news, which is called history. The National Encyclopedia presents the facts of the past, to show the significance of the present and the possibilities of the future."

The continuity closes with this: "So there's the background, from the National Encyclopedia, showing the far sources of today's news . . ."

A post card is enclosed, addressed to Edward Anthony, radio service editor, and it contains this provision: "We will be glad to receive free of charge the weekly radio continuity *Birth of the News*, and will use it with credit to The National Encyclopedia."

AFA Names Mrs. Proetz

EDGAR KOBAK, vice president of Lord & Thomas and chairman of the board of the Advertising Federation of America, announces the appointment of Mrs. Erma Perham Proetz, vice president of the Gardner Adv. Co., St. Louis, and a member of the board of the Federation, to fill the unexpired term of vice president and chairman of the Council of Women's Advertising Clubs, left vacant by the death last month of Miss Josephine Snapp. Mrs. Proetz was elected to the AFA Board of the Federation for a three year term, at the convention in Chicago in 1935. She is a prominent member of the Women's Advertising Club of St. Louis, served the club this past year as program chairman, and is president-elect for the coming year.

R & R Starts on WJZ

RICHARDSON & ROBBINS Co., Wilmington, Del. (boned chicken) on June 15 was to start a musical program *R & R Entertainers* on WJZ, New York, 6:35-6:45 p. m., Mondays, Wednesdays and Fridays. The program is signed for 52 weeks. Charles W. Hoyt & Co., New York, is the agency.

★ "C'mon in, Phil!" Every weekday morning at 5:55 more than 250,000 farm folk in the KMBC Market welcome their friend, Phil Evans. He speaks with authority on markets and merchandise. What Phil sells, they buy. New facts and figures on this important farm market are ready. May we send them to you? Write or wire . . .

KMBC of KANSAS CITY

FREE & SLEININGER, National Representatives

CONSIDER-

Mr. Advertiser:

NORTHERN NEW JERSEY

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of

Boston
St. Louis
Pittsburgh

all put together.

Now WAAT exclusively caters to that local community pride and furnishes the local color that sells! . . .

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for *you*.

WE HAVE THE FACTS

For instance, take:

CASE HISTORY #7

Nationally-known packers of Bottled Fruit Juice—offered menu chart—limited one to a family. Only 2,000 charts were made available for distribution—yet eight, two minute "plugs" brought 2,157 letters containing labels from his product.

CASE HISTORY #12

Manufacturer of hair preparation received 1,850 requests for Booklet on care of the hair—after twelve one minute "plugs". Close follow up on one thousand listeners who received booklet, showed 535 had purchased his product—300 intended to purchase—29 couldn't afford it—46 did not respond to follow up.

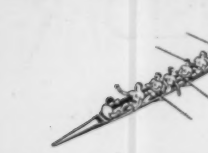
CASE HISTORY #19

Local retailer with seven stores, using WAAT exclusively, showed $30,000 gross increase in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

940 KC WAAT

Jersey City, Northern New Jersey



You can't win with 6 OARS!

You've simply gotta have

Balanced Coverage

•

... and that's just one of the important things you get from

KSFO

560 KILOCYCLES

1,000 watts full time

SAN FRANCISCO - OAKLAND

WE could talk a lot more than we do about audience mail, because we've a lot to talk about. But here's the BIG point. From all over Northern California, mail comes in proportion to the distribution of radio homes. KSFO covers the area like a size eight hat on a size six head.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:

JOHN BLAIR & CO.

AGENCIES AND REPRESENTATIVES

STANLEY G. BOYNTON, advertising and promotion director of WJR, Detroit, has joined with Frank M. Wardle, formerly with MacManus, Johns & Adams, Detroit agency, and V. L. Poleni, formerly with Detroit financial houses, in forming a new advertising agency in the Stephenson Bldg., Detroit.

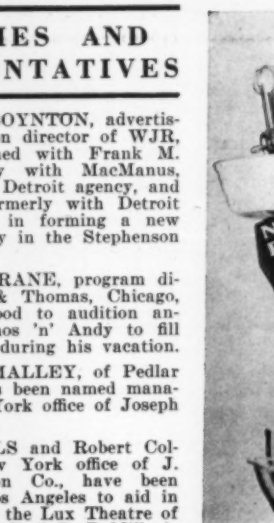
BASIL LOUGHRANE, program director of Lord & Thomas, Chicago, went to Hollywood to audition announcers for Amos 'n' Andy to fill in for Bill Hay during his vacation.

ROBERT A. SMALLEY, of Pedlar & Ryan Inc., has been named manager of the New York office of Joseph Katz Co.

GEORGE WELLS and Robert Colwell, of the New York office of J. Walter Thompson Co., have been transferred to Los Angeles to aid in the production of the Lux Theatre of the Air, of which Cecil B. DeMille is director. Frank Woodruff, of the Los Angeles office, is production supervisor.

DANIEL H. STOREY - RICHARD F. BELLACK Adv. Agency has been formed at 1111 First St., Wausau, Wis.

LORD & THOMAS has elected the following officers: Albert D. Lasker, president; Sheldon R. Coons, executive vice president in charge of New York office; Don Francisco, executive vice president in charge of Pacific Coast offices; David M. Noyes, executive vice president in charge of Chicago office; L. M. Masius, vice president in charge of European offices; Albert W. Sherer, M. H. Hackett, Thos. M. Keresey, Edgar Kobak, vice presidents; Wm. R. Sachse, secretary, treasurer.



WIFE SAVER — That's the role Allen Prescott plays in a new NBC-Red series sponsored by Manhattan Soap Co., New York, for Sweetheart toilet soap and soap flakes. For more than three years Prescott has played his role of kidding housewives into enjoying household duties and showing them detours around drudgery. He got his start on WINS, New York. Peck Adv. Agency, New York, has the Manhattan Soap Co. account.

W. C. BEAUMONT, of Beaumont & Hohman Inc., San Francisco, is in Alaska combining business and pleasure and will return to his desk June 20.

ROGERS PORTER, recently added to the radio production department of the Sidney Garfinkel Adv. Agency, San Francisco, has severed his connections with the organization.

WALTER BIDDICK Co., station representatives with offices in Los Angeles, San Francisco, Seattle and Denver, has been appointed Pacific Coast representative for the McClatchy Newspaper stations, KOH, Reno, Nev., and KWG, Stockton, in addition to KFBK, Sacramento, and KMJ, Fresno.

DONALD A. BREYER, radio account executive of Sidney Garfinkel Adv. Agency, San Francisco, has announced his engagement to Miriam Jane Lubin of that city. The wedding will take place in August.

TOM BICKMORE, formerly publicity director of KJBS, San Francisco, and KQW, San Jose, Cal., is doing free-lance research work for various San Francisco advertising agencies.

DAVE STRECH, staff pianist at KFRC, San Francisco, has resigned to join Blackett - Sample - Hummert Inc., Chicago.

WIND, Gary, Ind., announces appointment of Sleininger Inc. as Eastern representatives.

UNIVERSAL
Professional Recording Machine

Designed and built to insure Highest Class Results. Solid, heavy, dependable —Precision machined thruout: — 16 in. distortion-proof turntable disc—Constant speed rim drive without "waver" or "wow"—110 volt A.C. 100% synchronous, reversible motor — Solid steel bar slide — Special Universal power cutter with four adjustments for damping—Engineered by Universal to provide the best in instantaneous recording equipment.

Write for detailed description

UNIVERSAL MICROPHONE CO., Ltd.
424 Warren Lane, Inglewood, Cal., U.S.A.

Form Script Service

HEADED by Charles S. Maxwell as sales manager and Burke Boyce, former NBC continuity editor, as production manager, a new script service has been formed in New York to offer a regular syndicate service to radio stations. It is Star Radio Programs, 250 Park Ave., and its first copyright offerings are Sport Sidelights and Highlights, Good Morning Neighbor! and The Voice of Science. Prices are graduated according to station power and plans are under foot for group station sales to national advertisers.

New Houston Agency

STEELE ADVERTISING AGENCY Inc. is a newly organized concern at Houston, Tex., which not only handles the Duncan Coffee Co. and Cloverdale Creameries Inc. accounts but also has installed a recording service. It will also produce programs and handle talent. Officers of the new firm are W. Wirt Steele, president; W. M. Riddick, vice president, and Samuel H. Peak, secretary-treasurer.

Davis Amendment

(*Continued from page 13*)

censes and modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.

This provision replaces not only the Davis Amendment but also the provision added in the Communications Act of 1934 authorizing the licensing of 100-watt stations without regard to quota provisions. This provision was designed to place stations in areas not having service. However, in actual operation, of the some 65 stations licensed under this provision, about two dozen have gone into populous urban areas, to the chagrin of stations already there. They have contended that the 100-watt provision had been misused.

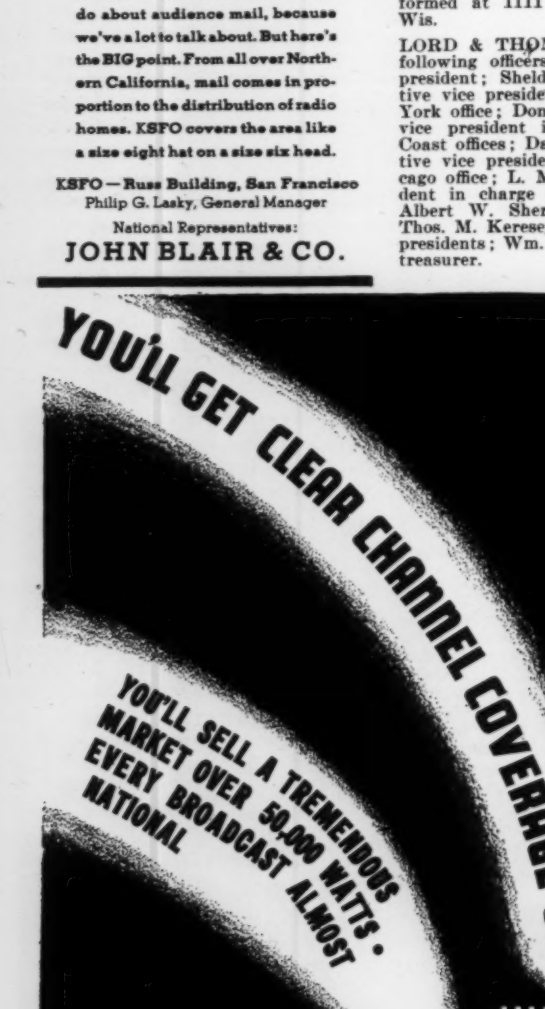
Roughly there are 630 licensed stations, with some 15 others shortly to go on the air as a result of construction permits, or a total of 645 licensed outlets. This compares to 595 when the Communications Act was approved in 1934 with its 100-watt station provision. In addition, however, there are approximately 300 applications pending for new stations many of them from newspapers or subsidiaries. Most of these obviously will go into discard because of conflicts with regulations, improper financial responsibility, lack of need for additional facilities and the like.

KEHE, Los Angeles, has tentatively adopted a ruling of handling small local accounts only through a recognized agency. It will be tried several weeks on an experimental basis.

STANDARD RADIO INC.

Electrical Transcriptions
for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO


YOU'LL GET CLEAR CHANNEL COVERAGE ON
YOU'LL SELL A TREMENDOUS MARKET OVER 50,000 WATTS • EVERY BROADCAST ALMOST NATIONAL
WHAS
OWNED AND OPERATED
By The Courier Journal and The Louisville Times
LOUISVILLE • KENTUCKY
CBS BASIC OUTLET

RADIO ADVERTISERS

UNIVERSAL BRANDS, New York (Vita-Col toothpaste) has named Monroe F. Dreher Inc., Newark, as its agency and is planning a radio campaign.

MALTEX CEREAL Co., Burlington, Vt. (Maltex) has named J. M. Mathes Inc., New York, to service its account.

H. D. LEE MERCANTILE Co., Kansas City (Unionalls) has transferred its account to J. Stirling Getchell Inc., Kansas City.

CHICAGO & SOUTHERN AIR LINES Inc., Chicago, has placed its account with D'Arcy Adv. Co., St. Louis.

HUBBARD MILLING Co., Mankato, Minn., radio user, is placing advertising through Addison Lewis & Associates, Minneapolis.

FIDELIO BREWERY, New York, has named Street & Finney Inc., New York, as its agency.

EKHARDT & BECKER BREWING Co. Inc., Detroit (beer), has named C. F. McIntyre & Associates, Detroit, to handle its account.

ATLAS BREWING Co., Chicago, has shifted its account to Sellers Service Inc., Chicago.

CANDY COD LABS. Inc., New York, is advertising through Mackay-Spaulding Co. Inc., New York.

SAMUEL P. FASS Co., New York, distributor of Fryer's British tobaccos, is planning a radio campaign to be placed by Le Poer Trench Inc., 512 Fifth Ave., New York. Newspapers also are to be used.

PRESCRIPTION LABS Inc., Detroit (Ka-Fen tablets, etc.), using radio, is advertising through Charles A. Mason Adv. Agency, Detroit.

LOFT Inc., Long Island City (candy) has appointed Erwin, Wasey & Co., Inc., New York, to handle their advertising account. The Shirley Wynn Public Health Laboratories radio program on Inter-City and WEAF is being serviced by Neff-Rogow, Inc., New York.

ANGOSTURA WUPPERMAN Corp., Norwalk, Conn. (bitters), has appointed the Long Advertising Service, San Francisco, to direct its Northern California advertising. Radio is being considered along with other media.

VOIGT PROS'T BREWING Co. (brewers) has placed its advertising account with C. E. Rickerd Adv. Agency of Detroit. A widespread introductory campaign for the new Voigt-Pros't beer is contemplated.

Conover Starts Rep Firm

H. K. CONOVER Co., a new firm of station representatives, has been started in Chicago with offices at 360 N. Michigan Ave. H. K. Conover, head of the firm, was formerly with Fergason & Aston, Chicago, and also was associated with WIND, Gary, Ind., and WDZ, Tuscola, Ill. With him in the new firm are E. H. Conover and associates.

LOCALLY OWNED—NATIONALLY KNOWN

KSTP

NORTHWEST'S LEADING RADIO STATION

MINNEAPOLIS — SAINT PAUL

Collect Pickups

THE Collins Carpet Cleaning Co., Cleveland, used an announcement campaign on WGAR to advertise its collection service on rugs to be cleaned. A WGAR announcer unwittingly read "pickup" instead of "collection" and the next day the company drivers collected plenty of overtime dollars because housewives referred to the radio announcement and demanded that the drivers take up the rugs and deliver them to the cleaning establishment. Strangely enough, the rug company didn't seem to mind because the volume of business warranted the overtime costs.

FTC Stipulations

STIPULATIONS to cease from certain advertising practices have been signed with the Federal Trade Commission by Wyeth Chemical Co., Jersey City, agreeing to revise claims for Freezone corn remover; E. L. Knowles Inc., Springfield, Mass., agreeing to limit claims for Rub-ine; Piso Co., Warren, Pa., agreeing to limit claims for cough medicine. The Commission charged Plough Inc., Memphis, with violating the law in its advertising of St. Joseph Aspirin; Soap Lake Products Corp., Soap Lake, Wash., with exaggerated claims for Mother Nature Soap Lake Salts.

Thad Brown Gets Degree; Lincoln U. Receives CP

Mr. Brown

A NEW broadcasting station for the university and an honorary law degree for the commencement speaker were exchanged at commencement exercises June 1 at the Lincoln Memorial University, Harrogate, Tenn. FCC Commissioner Thad H. Brown delivered the address and had conferred upon him the honorary degree of Doctor of Laws. At the same time he was made a member of the board of directors.

At the conclusion of his address, Col. Brown presented to the University a construction permit for a new 100-watt full time station authorized by the FCC on 1210 kc. channel at its meeting May 28. Col. Brown paid tribute to the university for its foresight and initiative in keeping pace with modern scientific achievements by application for the station, which was granted without a hearing. Present at the commencement exercises were Former Gov. Myers Y. Cooper, of Ohio, Senator Bone (D-Wash.), and Maj. A. V. Dalrymple, FCC legal staff.

SINCLAIR REFINING Co., relinquished the Southwest group from its June 8 NBC-Red network program to permit A & P, holding the opposite spot on NBC-Blue, to salute the Texas Centennial.

KWTO
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

WTMV
E. ST. LOUIS

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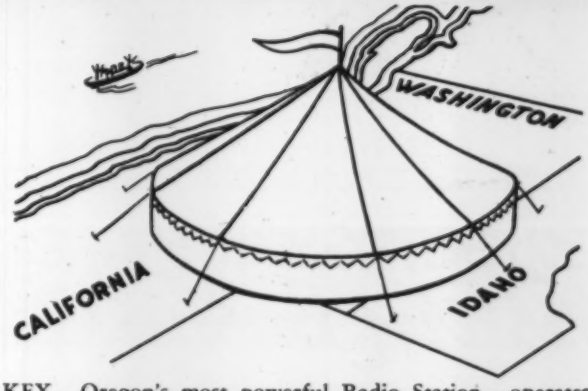

KEX—Oregon's most powerful Radio Station—operates on 5000 watts both day and night, covering the Oregon market like a "circus tent". It is the *Buy of Buys* because it reaches a potential audience of 1,142,251 listeners, in an area where buying power is one-third more than the national average—and at one of the lowest time rates in America!

KEX

5000 WATTS—1180 K.C.

NBC Blue Network

The only station in Oregon operating on a clear channel

The Radio Service of The *Morning Oregonian*, Portland, Oregon, also operates station KGW (NBC Red Network)

Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco

PROGRAM NOTES

A SERIES of programs arranged to salute 14 cities in Eastern Pennsylvania, New Jersey and Delaware has been started by WCAU, Philadelphia. These weekly broadcasts have been arranged with mayors and Chambers of Commerce in each city. The first program, May 31, was dedicated to Harrisburg, Pa., and Mayor John A. F. Hall delivered a short address.

EDITORIAL comment on civic affairs is a new feature started on a sustaining basis as the *Editorial Voice of WOL* over the Washington local, which has engaged Charles Benford, capital newspaperman, for the nightly five-minute program. The program is an opinionated commentary as distinguished from a news feature.

A STATE softball tournament for both male and female teams will be staged in Fort Worth in September by WBAP, Fort Worth, and the Fort Worth *Star-Telegram*. At present WBAP is broadcasting a series of softball programs.

THE *Early Risers Club*, 7-8 a. m., on WMCA, New York, includes the brighter side of the news, homey poetry, dance transcriptions and provides information for anglers. Bob Carter, sports announcer, handles the program. Anniversaries of historical dates, birthdays of important persons in history, and similar facts are given.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

Now — Double Business in the WWNC area!

From now to September, tourists and summer folk will flock to cool Asheville and Western North Carolina. Double population — double business! Get your share—by using WWNC.

SPECIAL PROGRAM—WHAT, Philadelphia, on May 25 celebrated the 1000th consecutive Dorothy Dix Dramatization. Chester a' Beckett has announced nearly all of the programs. Participating are, left to right, back row, C. Warwick Ogelsby, Chester a' Beckett, Ralph Minton (director); middle row, Howard Brown, Edith Goodman, Edythe Roday, Ruth Sheehan, Ann Mary Lawler (script writer), Milton Laughlin (production manager); front row, Paula Markmann, Doris Sagendorph, Jeannette L. Vertner and Dixie Lee (script writers), Alma Mackenzie.

KFAC, Los Angeles, has invited five Los Angeles orchestras for guest periods of one week each. Listeners will be asked to register their preference, with the winning group being appointed as the regular station orchestra in July.

KFEQ, St. Joseph, Mo., received 43,319 votes in a recent 13-week amateur contest sponsored by Commerce Loan & Investment Co., St. Joseph. Votes were in the form of cards and letters. The hour program has been renewed by the sponsor for 52 weeks.

WFBL, Syracuse, has completed a series of seven broadcasts in the form of a contest for schools. Each week a series of 25 questions were asked of four teams of students each representing a different high school. The team winning at the end of the series received a trophy from the station. The individual who scored the highest in each test was awarded a separate prize. The publicity on the program was extensive because of the school tieup.

WTMV, E. St. Louis, has started *Everybody Sing*, patterned on the lines of old community sings. It is carried by remote from the Majestic Theatre, with theatre and station both promoting it.

LEE WILEY, songstress, on June 10 made her CBS debut with a weekly quarter-hour sustaining program. She is also heard on the Tuesday night *Nocturne* programs on CBS.

A NEW program on KNX, Hollywood, titled *On the Dog*, is used to sample skits and drama material that have been filed. The series will also show the KNX audience's program preferences.

ARTHUR R. LINDBURG, Westinghouse dealer in St. Louis, is sponsoring a 15-minute tie-in program with the Muny Opera productions over KMOX every Sunday evening. The program is devoted to telling the story of the forthcoming opera which opens the following evening.

THE *Tenth Inning* broadcasts of WBBM, Chicago, which is being conducted by the station's "man on the street" introduced a new wrinkle. John Harrington, the announcer, is stationed under the grandstand of Wrigley Field and Comiskey Park and immediately after the last out of each Chicago home game, interviews fans. Questions of general baseball knowledge and incidents of the day's play will feature the broadcast. Programs are sponsored by Nelson Brothers Storage & Furniture Co., Chicago.

A NEW program on WFBL, Syracuse, broadcasts religious news. Titled *Religious Signs of the Times*, half of the program covers "religion in the news"; the other half consists of an interview with a Syracuse pastor who tells the interesting anecdotes in his experience. Programs are conducted by Rev. Henry Harrison Hadley, of the New Berlin Episcopal Church.

THE *True Stories of the New York State Police* presented by the Rochester Gas & Electric Corp. on WHAM, Rochester, are to continue through the summer months. Arthur P. Kelly, public relations manager of the Corporation, announced that the weekly presentation will continue as long as WHAM's audience expresses a desire for this dramatic type of program.

COMPLETE casting, costuming and production of the *Babes in Radioland* kiddie revue which opened at the Minnesota Theatre in Minneapolis for an entire week starting June 12, was provided by the WCCO Artists Bureau, it was announced this week by Al Sheehan, director. Assisted by two former theatrical production men, John Williams, dance master, and Jack Kilmartin, stage manager, both members of the WCCO Artists Bureau staff, the broadcasting theme is exemplified in the stage show by means of a stage set which appears as a giant radio receiver. Child performers will enter the stage through the loud speaker, giving the effect of a television performance.

EIGHT graduates voted "the most likely to succeed" from eight universities and colleges in the metropolitan New York area, were interviewed on WNEW, Newark, June 10, by one who said he failed — Alan Courtney, elected "The most likely to succeed" a few years ago. According to Alan, he failed because he is a radio announcer.

KMTR, Hollywood, for the summer months will stage its programs from the transmitter site at Cahuenga & Santa Monica Blvd. and will temporarily close its main studios on the United Artists lot in Hollywood.

BECAUSE of the increased cast employed on *Five Star Final* and other dramatic programs produced at WMCA, New York, the quarters allotted to the dramatic department on the 12th floor of the WMCA Building have been enlarged. In addition to larger space for script writers and reference library, a new rehearsal studio is being equipped for the department.

KNX, Hollywood, has started *Reunion of the States*, a weekly hour in the form of a radio salute to each State in the Union. Edward Lynn will write scripts with the cooperation of the Federation of State Societies, Los Angeles. Forest Lawn Memorial Park Association sponsors the series with the Dan B. Miner Co. as agency.

ROBERT G. SOULE, vice president of WFBL, Syracuse, lectured to the radio class at Syracuse University. During his talk he told the students of the *Program Builders* series planned for WFBL in which listeners were asked to build good radio programs and vie for prizes. Mimeographed sheets prepared for distribution during this contest were distributed in the classroom and the students went to work on building programs. The sheets listed transcription numbers, their timings, orchestras, singers, etc. Each student was asked to build a 28-minute program of continuity and music. Two voices besides the announcer's could be used if the student wished to include short dramatizations in his script. The University professor kept the programs for grading, and included the marks in the year's grades.

A NEW program, *Speaking of Women*, on WINS, New York, features prominent women in interviews by Grace von Hoffman.

Business doubled over last year
Reason — Results
"ASK GEORGE ROESLER"
WLBC - Muncie

ARE YOU GETTING YOUR SHARE of Western Business?

Six full-time salesmen calling regularly on all advertising agencies in the Pacific and Mountain states will give you dependable and thorough representation in the West.

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From Summer Home

WHILE he is at his summer home, Erling C. Olson, executive vice president of Fitch Investors Service, New York, who broadcasts for his company on WMCA, New York, six nights a week, will record his programs at the Edwin Strong studios, Jackson Heights, Long Island. The evening program will be transcribed each morning and sent by messenger to WMCA.

Fairchild Buys Proctor; Offers Recording Devices

ACQUISITION of the manufacturing and sales rights of the B. A. Proctor Co. Inc., New York, manufacturers of pickups and recorders, by the Fairchild Aerial Camera Corp., of Woodside, Long Island, was announced June 11. The Fairchild company in recent years has developed high-fidelity recording apparatus in addition to the manufacture of aerial cameras and aviation equipment.

The first public exhibition of the Fairchild-Proctor sound recording equipment will be made at the NAB convention in Chicago, July 6-8, showing both the 45-pound portable and studio type machines already in production. Fairchild-Proctor also announces the development of a "word-spotter" device that permits accurate and automatic reproduction of any selected part of a recording and that has special advantages for use in creating sound effects. The Fairchild-Proctor machine records on both aluminum or acetate over a 40-10,000 cycle frequency range.

Standard Oil Orchestras

STANDARD OIL Co. of California, on June 4 started for five weeks, giving recognition to non-professional symphony orchestras of the Pacific Coast and to the communities that maintain them. During the *Standard Symphony Hour* broadcasts over the NBC-Pacific Red network on Thursdays at 8:15 p. m., the first 45 minutes by the Standard Symphony orchestra, under direction of Alfred Hertz, is dedicated to the community being honored. The guest orchestra broadcasts the last quarter of the hour.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

Payne Reappointed

Mr. Payne

PRESIDENT Roosevelt on June 3 sent to the Senate the nomination for the reappointment of George H. Payne, New York Republican, for a seven year term as a member of the FCC. Mr. Payne's original two-year term was to expire July 1. His nomination was confirmed by the Senate June 8. Mr. Payne, who is a member of the Telegraph Division, last month published a book titled *The Fourth Estate and Radio and Other Addresses*, which included his recent speeches before university groups in which he severely criticised certain practices in the broadcasting field.

Federal Radio Activity Expanded as Two More Programs Are Launched

IN PROMOTING educational broadcasting, the U. S. Office of Education, already on the air with five network programs, will cooperate with New York University in a summer radio workshop. Training in script writing, production, music and directing technique will be given during the course, which lasts from July 6 to Aug. 10.

The Federal radio activities, financed by a $75,000 allotment from Works Progress Administration, are budgeted through the summer and employ some 75 persons, most of them culled from relief rolls. Production has been shifted from Washington to New York because of talent availability but administrative details still are handled in Washington under the direction of William D. Boutwell, who handles the Office of Education's radio demonstration projects.

If further funds are obtained in the autumn, plans for audience preparation and group instruction by radio probably will be carried out, perhaps augmented with visual instructional aids.

Five programs are now being broadcast on networks by the Office of Education. They are:

NBC-Blue—*Have You Heard*, Tues., 2:45 p. m. (EST).

NBC-Red—*Answer Me This*, Thurs., 4:30 p. m.

NBC-Red—*Education in the News*, Mon., 6:45 p. m.

CBS—*Safety Musketeers*, Monday, 3 p. m. The program is just a month old.

NBC-Blue—*The World Is Yours*, newest of the productions, Sundays, 10:30-11 a. m., in cooperation with Smithsonian Institution.

MR. & MRS. F. M. Lindley, of 244 Oak St., East Montebello, Cal., became the parents of a 6½ pound boy late in May and have named him Don Lee Lindley in honor of the Don Lee Broadcasting System.

Five Newscasts Daily
Amateur Hour - Radio Plays
Carnivals
Showmanship in Broadcasting make

1000 Watts 1260 Kc. **KGVO** MISSOULA MONTANA

A Popular Radio Station

TRANSCRIPTIONS

CONQUEST ALLIANCE Co., New York, specializing in Latin American time placements, has issued a brochure detailing its transcription and custom-built features, the latter being a new service for local merchants using radio. The company is expanding in the domestic as well as foreign fields.

SALES manual inserts designed to sell *Thesaurus* transcription programs "as programs" have been announced by the NBC Transcription Service. First in the series is the Radio Night Club group. The sheets are sent to stations for insertion in sales manuals and are also designed with station letterhead for direct mail promotion.

R. U. McINTOSH & ASSOCIATES, Los Angeles transcription firm, on June 1 temporarily closed its studio quarters and removed to the Dominguez Wilshire Bldg., 5410 Wilshire Blvd., where it will carry on administrative activities and prepare new productions. The organization expects to move into a new building of its own in Hollywood the first of the year, according to R. U. McIntosh, president.

STATIONS subscribing recently to World Program Service, library of World Broadcasting System, are WKBB, Dubuque, Ia.; WOC, Davenport, Ia.; WJNO, W. Palm Beach, Fla.; CJRC, Winnipeg, Manitoba.

CECIL LEWIS, former chairman of the British Broadcasting Corp. program board, who spent several months in 1934 as guest producer with NBC, has been named specialist in topical and experimental programs of the BBC television division.

Ford Billings in West

TO ADVISE on the plans for the new KEHE, Hearst Radio station in Los Angeles, Ford Billings, manager of Hearst's WCAE, Pittsburgh, spent latter May and was to spend most of June in and around Los Angeles and San Francisco, where Hearst operates KYA. Mr. Billings' assignment was largely in the nature of "trouble shooting", according to official sources, and he will return to Pittsburgh late in June.

NBC is organizing an All-American orchestra to encourage music-making in the home and in groups, with Ernest La Prade synchronizing performances all over the country by radio.

Test Texas!

Texas itself is one of the world's great markets, and this Centennial year its wealth will be increased by millions of visitors. To test Texas, and get a share of that additional wealth, select KFRO as your first test station, covering East Texas. Investigate.

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Cleveland is a BETTER market this year than ever before—Send for WJAY'S rate card.

Edythe Fern Melrose, Mgr.

Station WJAY, Cleveland
CHerry 0464
Rep. Aerial Publicising, Inc.
New York, Chicago

FCC Hearings Point to Future

(Continued from page 7)

waves for broadcasting — namely from 180 to 210 kc., and also the long-wave channels of 520, 530 and 540 kc. On these frequencies are operating government, ship and other non-broadcasting services. While it is well recognized that these channels are ideal for broadcasting purposes, the services on them are so well entrenched as to give little possibility of their assignment for broadcasting.

In the ultra-high range, the NAB recommendation seeks assignments in the bands from 25.6 to 26.6 megacycles for aural and facsimile services; from 36 to 38 for aural and facsimile; from 38 to 56 for television; from 62 to 64 for aural and facsimile; from 64 to 94 for television, from 94 to 100 for aural, facsimile and frequency modulation services, and from 100 to 120 megacycles for auxiliary broadcast service such as point-to-point relay for broadcasting, synchronization, mobile voice and facsimile pickup.

In the bands ranging from 180 to 1600 kc., the NAB recommendation is that they be used both for aural and for facsimile transmission. This evidently envisages the day when facsimile adjuncts to conventional receivers will pick up photographic material during the early morning hours or when the aural or sound transmissions are silent.

Mr. Baldwin further specifies that a minimum of 25 experimental television channels of 6 megacycles width be set aside in a manner consistent with the needs of other services, beginning at about 130 megacycles. There are also requests that existing international broadcasts bands be enlarged with the objective of eliminating interference.

The Baldwin recommendations were so devised as not to interfere with the amateur band now in use between 50 and 60 megacycles, and with the Army and Navy channels now in use between 56 and 62 megacycles.

In a letter to his board members on June 2, Mr. Baldwin explained that since it was necessary to file the FCC hearing notice by June 1, he was "precluded from obtaining prior board approval".

RMA vs. NAB Demands

THE recommendations of the Radio Manufacturers Association, representing set manufacturers, originally were in sharp conflict with those of the NAB. Originally, the RMA sought a continuous band ranging from 36 to 90 megacycles, with the objective of developing a "continuous band" television and ultra-high receiver. At a meeting of RMA executives called June 5, however, these recommendations were modified to specify a band from 30 to 42 megacycles and from 90 to 120 megacycles for television with the amateur band from 56 to 60 left undisturbed.

For other services, RMA recommended that the standard broadcast band range from .5 mc. (500 kc.) to 1.6 mc. (1,600 kc.) as against the present range from 550 to 1,600 kc. Then it proposed that there be a continuous band for ultra-high frequency broadcasting and facsimile ranging from 37 mc. to 42 mc.

"It is recommended", continued the RMA exhibit, "that all assignments to aural broadcasting be made eligible for commercial facsimile broadcasting as an adjunct service (midnight to morning operation)." It also recommended that the band "37 mc. to 42 mc. be allocated to aural broadcasting and to facsimile broadcasting as a primary service, assignments to aural broadcasting to be made at the higher end of the frequency band and the division of the band between aural and facsimile broadcasting to be made as the future needs of these services will indicate".

In opening the hearing, Mr. Prall said the general purpose is:

(1) To determine the present and future needs of the various classes of service for frequencies above 30,000 kc, with a view toward ultimately allocating such frequencies to services;

(2) To secure for the public and the Commission a keener insight into the conflicting problems which confront the industry and the regulatory body in the application of the new frequencies to the service of the public;

(3) To guide experimentation along more definite lines as may be justified from the evidence presented at the hearing;

(4) To review present frequency allocations to services in the radio spectrum below 30,000 kc, and

(5) To assist the government in its preparation for the International Telecommunications Conference at Cairo in 1938.

"Neither individual applications nor individual assignments within service bands are relevant at this hearing," he declared. "For example, the detailed question of the relative merits of high power cleared channel broadcast stations versus lower power regional stations is not relevant at this hearing. Such matters may more properly be taken up at hearings which the Commission proposes to hold at a later date, on more detailed subjects such as frequency assignments to stations within the broadcast band, details with respect to television, etc.

"This hearing should deal with development trends, general procedure and general frequency allocations to services. At this hearing the Commission is interested in such subjects as the relationship between frequency allocation, and the design, manufacture and sale of radio equipment.

"We are, and we believe everyone else is, tremendously interested in intelligent estimates of the future trends of radio. For example, will the trend of practical application of radio to the service of the public be toward the greater and more effective use of ultra high frequencies by existing services; or will the use of such frequencies be confined naturally to new services such as television, facsimile broadcasting, two-way police communication, aids for blind landing of aircraft, etc.? In estimating trends, it seems that we should also take into consideration the possible effect a new service may have upon an established service.

"For instance, assuming that television ultimately will be practical, what indirect effect would it have upon existing broadcasting, and would this effect be such as to result in the use by regular broadcast stations of the ultra-high frequencies for urban service rather than the existing medium frequency broadcasting band? In this connection, it must be remembered that we must safeguard the public's investment in receivers, and give consideration to the investment of the industry in existing facilities for the production and transmission of programs. Hence, we are particularly interested in information relative to this phase of the problem.

"Some feel that ultimately, through the progressive development of facsimile transmitters and receivers, it will be entirely

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THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
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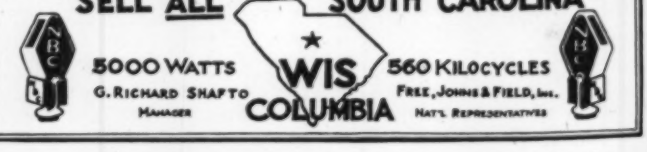


practicable from a technical standpoint to print a newspaper in the home. I do not think it entirely unfeasible to anticipate such an application of radio to the service of the public in the future, because news service is dependent primarily upon speedy communications for the collection and dissemination of news to the public. In other words, time-saving is an absolute necessity and news loses its value as a marketable product immediately after it has become known to the public. Therefore, if there should be developed a practical facsimile receiver for home use at a reasonable cost, newspapers might desire to make use of this system to distribute news to the public, and if such news distribution system proved to be practical from both technical and economic standpoints, and provided such a service proved to be of sufficient importance, demands might be made upon the Commission to endeavor to provide space in the ether for this service to the public. On the other hand, if today it is the concensus of opinion that such a development is unlikely to occur, there would be no great need for extra space.

"As is well known, there is a physical limitation on the number of frequencies in any one band which are available for assignment at a given time for use in one area, depending on the existing state of the art.

Crowded Traffic

"IN ADDITION to this physical limitation, this Commission has placed upon its administrative limitations in making allocations of frequencies to commercial and private agencies. For example, the Interdepartment Radio Advisory Committee must determine the needs of the various government departments for portions of the radio spectrum, and in this connection we hope that the evidence presented here bv commercial enterprise will be of assistance to the I. R. A. C. in arriving at a just balance between government and commercial uses of the radio spectrum, and that as a result thereof the I. R. A. C. will present a constructive recommendation to the President of the United States with respect to allocation of frequencies to the various government services.

"Likewise, in so far as international communications and interference are concerned, we are bound by Article 7 of the Regulations of the Telecommunications Convention of 1932, held at Madrid, Spain. The Regulations will be in effect until superseded by international agreement to be reached at the coming Conference at Cairo in 1938."

Mr. Prall explained that in addition to securing agreements among nations of the world respecting these allocations, it is necessary to work out amicable agreements with other North American nations, on use of frequencies. These regional agreements, he said, will have a specific bearing upon ultimate allocation of frequencies.

Commander Craven called the hearings a "crossroads", where the government and the radio industry are meeting to consider the radio problems of the immediate future. He sketched briefly past radio development and experience "in the hope that it may be useful information to use in our present planning for the future radio technique and its application to the service of the public".

Arriving at conditions today, he said that the developed portion of the radio highway "is badly congested from 10 to 20,000 kc. and rapidly becoming so between 20,000 and 30,000 kc., as well as in each portion allocated to individual classes of service.

"We also find that there are demands for new services such as television and facsimile for both ordinary communications and broadcasting. We find also that aviation is requiring more frequencies to afford better navigation in the air, and hence greater safety of life in the aeronautical industry. With the increasing use of modern developments by criminals of today, we find police departments all over the country feel that they need radio in order to facilitate the detection and prevention of crime. Demands are increasing for public radio telephone service both in marine and overseas circuits. We also know that the government must keep abreast of progress in its direct use of radio by the various departments and bureaus.

"Fortunately the scientists at this time have shown us that the useful portion of the radio frequency spectrum can be widened, so that we may soon have available frequencies from 10 to about 100,000 kc. The band from 100,000 kc. to 200,000 kc. while still in the laboratory, shows signs of soon being valuable for practical application, and in the band from 200,000 to 500,000 kc., we can see probabilities of future practical application to the service of the public. The spectrum from 500,000 to 10,000,000 kc. lies before us in the dim future, and I am unable to say anything about it, except to express faith that science can conquer it ultimately.

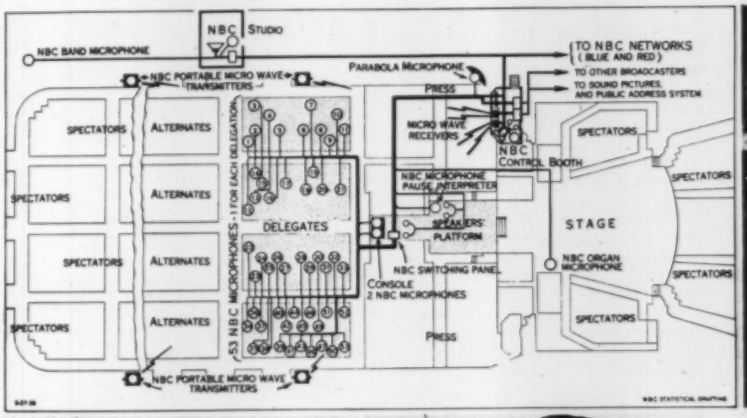
"The vacuum tube is useful today on frequencies up to about 100,000 kc., although improvements must be made in the efficiency of its operation thereon. Vacuum tubes for use on higher frequencies are in the process of development, and while there are extreme difficulties which may make permanent accomplishment a matter of slow progress, I see no reason why the engineering talent of this country, as well as of the world, cannot also solve that problem ultimately.

Government Needs

"AMONG the important obstacles to be overcome is that of man-made interference, such as created by automobile ignition systems, X-ray machines, diathermy apparatus, and other industrial electrical apparatus. These can be overcome by effective cooperation between engineering scientists, all industry, and the government, and if the public demand for satisfactory radio is sufficiently great, I have no doubt of the successful solution of this phase of future radio problems.

"So this brings us to today, when there are about to take place three important events which might affect the radio industry as a whole. The first is the fact that certain government departments feel that they have sufficient information with respect to the efficacy of the new portion of the spectrum to invest large sums of money in equipment to be used therein, and are desirous of obtaining allocation of certain frequencies for their exclusive use.

"It has been suggested that the Interdepartment Radio Advisory Committee, which is a committee consisting of representatives from various government departments and is charged with making recommendations on frequency allocations to the President, be called together this summer for the purpose of ascertaining what allocations of frequencies in the new portions of the spectrum should be made to the government services. Their conclusions will form



CONVENTION—The NBC radio facilities at the Cleveland GOP convention, with 53 microphones, were assembled as shown in the chart (upper left). The CBS nerve center at the GOP session was in the master control booth (upper right), where (left to right) Bob Trout, announcer, Bob Trago, control engineer, and Henry Grossman, chief engineer, were on the job. With them in the booth is a big "demonstragraph" developed by CBS to show the amount of noise on the floor. Edwin K. Cohan, CBS engineering director (lower left), with a portable transmitter and candid camera combined in a Graflex chassis. Lower right is Robert Morris, NBC development engineer, with a tiny NBC microwave transmitter.

WTAR
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NORFOLK, VIRGINIA
National Representatives—Edward Petry & Co.

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THORDARSON
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Audio Development
in Radio History

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a recommendation to the President of the United States, who may, under authority of Section 305 of the Communications Act of 1934, approve the recommendation if he deems it proper to do so.

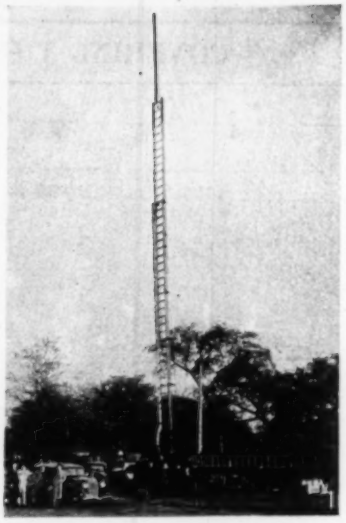
"The next important event is our preparation for the International Telecommunications Conference to be held in Cairo in 1938, at which various nations of the world may attempt to come to a new agreement with respect to allocation of frequencies to services. * * *

"The third event is that recent scientific developments have indicated new uses for radio in new portions of the radio spectrum, and thus it would appear that we might be at the threshold of creating a new and important branch of the radio industry."

Commander Craven pointed to the desirability of a coordinated plan of development in these new radio fields. He said it is desirable to proceed with a frequency allocation to services at the earliest time possible is the relation between allocation and equipment design. Early information with respect to the space in the spectrum that will be assigned particular services will enable crystallization of the specific problems confronting the design engineer and assist in planning future manufacturing processes.

Avoiding Mistakes

"IN PLANNING this hearing," he added, "the purpose is to avoid the pitfalls in allocation of which we learned in the past. This Commission feels that foresight of this nature should result in orderly development of these new bands.



TEST ANTENNA—When WRAK, Williamsport, Pa., wanted to try out some transmitter sites, it used the local fire department's hook-and ladder truck for a portable antenna, lashing a 20-foot pole to the top of the 75-foot ladder. A portable transmitter was installed in the auto (foreground). Little time is required to raise or take down the antenna.

It desires to bring about, through cooperation between the government and the industry, a coordinated plan of allocation which will result ultimately in the maximum benefits to the public, the industry and the government alike.

"The whole thought in calling this hearing is one of bringing about a sound cooperative plan of procedure for the future application of radio to the public service. * * *

"Today's hearing is a first general step. It will be followed by more specific steps, such as the meeting of the Interdepartment Radio Advisory Committee, and detailed hearings such as those concerning improvements in regular broadcasting and those involved in television, when such hearings become necessary. In other words, today's hearing is for the purpose of planning a procedure along broad cooperative lines, as well as for the purpose of guiding generally the communication industry.

The Engineering Department realizes the difficulty of estimating future requirements and technical trends, but in spite of it this is our opinion that the existing situation, as well as the past experience of the industry, should make apparent the necessity of making as intelligent an estimate of future requirements and future technical trends as is humanly possible for us to do. Certainly our experience prior to 1927 should demonstrate to all of us that timely intelligent cooperative planning for the future is a more logical policy than one which permits chaotic conditions to develop."

Dr. J. H. Dellinger, radio chief of the Bureau of Standards, was to present the case for government services as spokesman for IRAC. He was slated to follow the opening statements by Chairman Prall and Chief Engineer Craven.

The general order of appearances of witnesses identified with broadcasting and related fields as announced by the FCC, was to be as follows (witnesses named in parentheses):

General Testimony: Radio Corporation of America (David Sarnoff); Columbia Broadcasting System (William S. Paley); American Federation of Labor (William Green); Chicago Federation of Labor (Edward N. Nockels); American Telephone & Telegraph Co. (Dr. Frank Jewett); Hearst Radio Inc. (T. J. White); National Advisory Council on Radio in Education (Dr. Chase); National Association of Broadcasters (James W. Baldwin); Radio Manufacturers Association (James M. Skinner, A. F. Murray and L. C. F. Horle); International Scientific Radio Union (Harry Rowe Minna, Hawaii); International Association of Chiefs of Police Associated Police Communication Officers (Capt. D. S. Leonard); International Catholic Truth Society (Rev. Edward Lodge Curran); Major Edwin H. Armstrong; Darby & Darby (Samuel E. Darby Jr., representing radio set manufacturers); Don Lee Broadcasting System (Harry R. Lubke); Evening News Association Inc., Detroit.

Bureau of Air Commerce, Dept. of Commerce (Eugene Vidal); Aeronautical Radio Inc. (Paul Goldsborough); American Medical Association (Dr. H. B. Williams and H. A. Carter); Shortwave Institute of America (Oswald P. Schuette).

Specific Testimony (more than one service); Federal Communications Commission (E. K. Jett, A. D. Ring and L. P. Wheeler); American Telephone & Telegraph Co. (Dr. H. S. Osborne, L. Espenchied and E. L. Nelson); City of New York, Department of Plants & Structures (F. J. H. Kracke); Globe Wireless Ltd. (Jack Kaufman); Hearst Radio Inc.; Mackay Radio and Telegraph Co. (Ellery Stone, Haraden Pratt and Dr. F. A. Kolster); Press Wireless Inc. (L. G. Caldwell); Radio Corporation of America (C. B. Jolliffe); Finch Telecommunications Laboratories (W. G. H. Finch); International Business Machines Corp. (Walter S. Lemmon); Westinghouse Electric and Mfg. Co., and Weston Electrical Instrument Corp.

Broadcast Service: National Association of Broadcasters (Dr. Charles B. Aiken); American Newspaper Publishers Assn. (Elisha Hanson); Buffalo Evening News (A. H. Kirkhofer); Chicago Federation of Labor (Maynard Marquardt); Columbia Broadcasting System; DeForest Television Corp. Ltd. (R. D. Lemert).

Ben S. Fisher, representing KOMO and KJR, Seattle, KPRC, Houston, KGMB, Honolulu, KGFJ, Los Angeles, WLBC, Muncie, WELI, New Haven, WTMJ, Milwaukee, WPHR, Petersburg, WCOP, Boston, KSL, Salt Lake City, KNBC, New Britain, Conn., WBAP, Ft. Worth, WTBO, Cumberland, Md.

Farnsworth Television Inc. (Philo T. Farnsworth and Donald K. Lippincott); International Television Radio Corp. (William H. Priess); St. Louis Star Times (R. V. Hamilton); Television Research Corp. (Gerald N. Goldberger); WLW, WSAI and W8XAL; Worldwide Broadcasting Corp., and Yankee Network (Paul de Mars).

State of Washington (Clarence C. Dill); Edison Electric Institute (Herbert W. Eales); Southern California Edison Co. Ltd.; American Radio Relay League (Paul M. Segal, Maj, K. B. Warner, A. L. Budlong and Ross Hull).

Motion Picture Stations: Twentieth Century Fox Film Corp. (E. H. Hansen); Research Council of the Academy of Motion Picture Arts & Sciences (E. H. Hansen).

P. LORILLARD Co., New York (Briggs tobacco) on June 1 started a five-minute baseball resume six nights a week on WFBM, Indianapolis, with Ben Riley of the station as announcer. It will continue for the remainder of the baseball season. Lennen & Mitchell Inc., New York, placed the account.

WFBR Success Stories

The Story of the Ambitious Soup-Maker

PHILLIPS DELICIOUS is good soup--and Colonel Phillips wants to tell the world about it. In Baltimore he picked Station WFBR to do the job. Every week day at 8 A. M. "Phillips Delicious" sponsors the morning broadcast of Trans-Radio Press News.

Started on February 28, 1935. By February 28, 1936, over 50,000 housewives had joined the Phillips Jingle Parade! Today Phillips is still on the air--and still going strong --on WFBR in Baltimore!

In **BALTIMORE** *they listen to*
MARYLAND'S PIONEER BROADCAST STATION

National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO

WFBR
BASIC N.B.C. RED NETWORK

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

FCC Report Based On Network Status

Stations' Commitments Said to Justify WHB Power Boost

FOR THE first time within the recollection of practioners before the FCC, an examiner of that agency has taken cognizance of the "network commitments" of affiliated stations in clearance of time, using that as the primary basis for a favorable recommendation for allocation of full time to an "independent" station which might better serve local needs.

Examiner Melvin H. Dalberg, of the FCC, in a report made public June 1 on the application of WHB, Kansas City, for full time on 1120 kc. in lieu of its present daytime assignment on 850 kc., discussed at length the use of time by networks over the principal outlets in Kansas City. In his conclusions, he said:

"In order to render a local service to listeners in Kansas City and the surrounding area, a regional station such as is proposed by the applicant operated upon an independent basis, would be to the interest and advantage of the community involved. The record in this case clearly shows that the other broadcasting stations now serving Kansas City, which are of the highest excellence in their respective spheres, cannot satisfactorily render a local service at nighttime by reason of their network commitments.

Room for Independent

"BECAUSE of these commitments and the use of their time at night in this connection, it is not believed that the other stations now operating in the Kansas City area would be adversely affected from an economic standpoint by the granting of this application inasmuch as it is obvious that a large percentage of evening broadcasts on the two regional stations now operating at night consists of network programs."

Mr. Dalberg brought out that the respondents in opposition to the WHB application, with one exception, "predicate their opposition largely upon the fact that the granting of WHB's application would result in increasing competition to their stations, a curtailment of their business and a consequent reduction in their incomes." He added that an analysis of the typical weeks' programs broadcast by these stations "indicates that such condition is not entirely correct." Further, he said, it appears that should the application be granted WHB would be in a position to offer Kansas City advertisers desirable nighttime hours "which are not available to them from other regional stations because of network commitments."

WHB for several years has sought full-time operation, but has been blocked by quota and other technical barriers. The case on the new application was heard April 9 by Examiner Dalberg, with KMBC, WDAF, W9XBY WJBO and WLBF opposing.

AMPERES WASTED

WABC Towers Take Lightning Valued at $20,000

THE record hit by lightning in the New York area during the past year occurred at the transmitter mast of WABC, at Wayne, N. J., according to CBS, when a direct blow of 77,000 amperes was taken. That energy, according to E. K. Cohan, CBS technical director, "would save us about $20,000 a year in power bills if we could only find some way to harness it."

A survey was made by General Electric Co., cooperating with CBS, of lightning currents in the New York area. The 77,000 ampere shot put the transmitter off the air 17 seconds.

GOLDBLATT BROTHERS, Chicago, operators of chain department stores in Chicago, contracted WGN, Chicago, for a daily 7-8 a. m. series, placed direct.

Appeal Is Filed by KNX To Reversal of Decision Awarding Libel Damages

AN APPEAL from the decision of the Los Angeles district court of appeal, which on June 2 reversed the decision of the lower court awarding libel damages to KNX, Hollywood, from the *Los Angeles Times*, has been filed by Lawrence Beilenson, counsel for KNX. The appeal is being carried to the state supreme court.

KNX last fall was awarded $2,500 compensatory and $1 punitive damages by a jury in superior court after a trial in which the station sued the newspaper for $500,000. This judgment was reversed on the newspaper's appeal, the appellate court holding that "the mere fact that an article is unpleasant or hostile does not make it defamatory."

The suit grew out of an editorial in the *Times* aimed at KNX in connection with the newspaper-radio controversy over the broadcasting of news, in which KNX took a leading part in the early days of the radio-news squabble. The *Times* had eliminated KNX program schedules, later reinstated.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

1—
2—
3—
4—
5—

One - Two - Three - Four - Five! Saturday, May 30, we celebrated our Fifth Anniversary as a member of the Columbia Broadcasting System. And what an intensely interesting five-year period was represented in that celebration! There were five years of climbing — five years which started from "scratch" and ended with sensationally good business, a host of friends and a firm grip on the title "The Friendly Voice From Out of the Hills of West Virginia"!

We are humbly proud of five years of association with Columbia and of our sincere efforts to be worthy of their "company".

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Representatives:
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485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

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LANG-WORTH FEATURE PROGRAMS
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New York

NEBRASKA

- outstanding in income from live stock and grain crops
- FIRST in "farm income per capita"
- whose towns and cities, backed by exceptional farm wealth, offer one of the richest markets for your products
- is unusually easy to cover—all or any section.

WRITE for Nebraska Facts

May we mail you complete data about the rich Nebraska market—and proof of radio's remarkable pulling power in this state? Write the association office or any individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr. · KOIL Omaha, Nebr., and Co. Bluffs, Ia. · KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr. · KGBZ York, Nebr. · KGFW Kearney, Nebr.
WJAG Norfolk, Nebr. · KGNF North Platte, Nebr.

5,000 WATTS
WWVA
1160 KILOCYCLES

NAB Faces Split in Ranks

(Continued from page 9)

dent Fitzpatrick of the Nominating, Resolutions, Credentials and Elections committees. The first session will adjourn after this, leaving the afternoon free for group meetings, caucuses and the like.

Both AIRS and NIB plan to hold membership meetings during the convention and it is believed the Monday afternoon free time will be utilized by them for that purpose. AIRS plans to base its future course upon the outcome of the NAB sessions and probably will hold another meeting immediately following the elections Tuesday afternoon. Edward A. Allen, NIB president, already has stated he intends to rally his membership of some 105 independent stations to the support of Managing Director Baldwin if that contingency arises.

At the Tuesday morning session Mr. Sandage will deliver his census address. This will be followed by a panel discussion on how to organize a broadcasting station for selling. The discussion will be led by H. K. Carpenter, general manager of WHK. Cleveland. At the Tuesday afternoon session there will be the election of officers and directors. The annual banquet will be held Tuesday night.

At the concluding session on Wednesday the membership will hear the reports of the Commercial, Engineering and Resolutions committees. At the afternoon session there will be general discussion and installation of new officers. Upon *sine die* adjournment the new board of directors will be convened and will consider, among other things, the reappointment of Mr. Baldwin as managing director, since his term expires annually with the election of the new board.

Two resolutions offered at the last convention by Ed Craney, president of KGIR, Butte, Mont., are expected to precipitate considerable floor discussion. One would provide for election of directors by zones, with three from each of the five former radio zones, and one of whom shall be a local station representative. It specifies that active NAB members in each zone elect additional directors as may be needed to fill the places of those from their respective zones whose terms expire at the annual meeting.

The second would provide that the NAB board make effective a provision whereby non-profit organizations or groups would be given use of station facilities in time units of 5% or more to be prorated equally among stations in particular communities. In full text, this proposal reads:

Article VI — Insert after section (d) a new section as follows:

"(e) To more effectively carry out the objects set forth in this article of this Constitution and in order to more effectively preserve the present system of American broadcasting, it shall be the duty of the Directors of this Association to immediately put into effect and operation, upon such terms and conditions to the membership as may be necessary, a plan designed to make the facilities of all licensed broadcasting stations in these United States available impartially to all bona fide non-profit organizations, or groups of like character. That such facilities shall be equally available on the stations operated by members of this Association in time units of 5% or such other and increased percentages or allotments of time as the membership may hereafter approve, provided, however, such allotments of time in excess of 5% shall not be used on any one member station until that amount has been used on all member stations. It is the intendment of this amendment that radio time should be thus given to only bona fide groups or bodies of non-profit organizations or character including religious, fraternal, educational labor organizations, and such other organizations as the Directors shall hereafter define as being non-profit, who will furnish their own programs, defray all costs and expenses therefor, and conduct them under their own supervision and responsibility. It shall be the duty of the Directors of this Association to make such rules, regulations, and provisions as are necessary and proper to carry out the terms of this amendment, and they have power to create a special department of this organization for that purpose. All programs of non-profit organizations carried over national networks shall count as part of the said time and the member affiliated stations agree, by the passage of this amendment, and their membership agreements herein, to allot solely by the provisions of this amendment for the purpose herein."

Demands for Time

THIS plan is designed to check the demands of many unqualified groups for time and at the same time provide adequate facilities on a non-commercial basis to bona fide organizations. The zone proposal was offered by Mr. Craney at the last convention but consideration was blocked by the provision of the NAB constitution specifying 30 days advance notice to the managing director and 15 days additional to the membership.

Action on the proposal respecting election of directors is problematical. Since this resolution presumably will not be considered until the new officers and directors have been elected (on the preceding day) it could not become effective until next year. It would be possible to invoke the provision this year if action on the resolution were called for prior to the election.

The drastic effect upon the present board membership of the Craney Resolution is shown in a breakdown of the present status of board members. In the First Zone, comprising the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, New York, Delaware, Maryland and District of Columbia, there are at present five board members. Under the Craney resolution this membership would be cut to three. Terms of three of these members expire, namely, William S. Hedges and Frank M. Russell, NBC, and I. R. Lounsberry, WGR-WKBW, Buffalo. Thus, there actually would be only one vacancy and that would have to be filled by a local station man.

In the Second Zone, comprising Pennsylvania, Virginia, West Virginia, Ohio, Michigan and Kentucky, there are only two present members — W. Wright Gedge, WMBC, Detroit, and H. K. Carpenter, WHK, Cleveland, whose term expires. Thus there would be two vacancies to be filled in that zone.

In the Third Zone, comprising North and South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas and Oklahoma, there are two members, Edwin W. Craig and S. Gordon Persons, both of whom remain in office. Thus there would be one additional director to be elected, a local station man.

In the Fourth Zone, comprising the states of Indiana, Illinois, Wisconsin, Minnesota, North and South Dakota, Iowa, Nebraska, Kansas and Missouri, there are at present four directors. The terms of two expire — Arthur B. Church and Gardner Cowles Jr. Since there would be only one vacancy to be filled, and since neither of the retiring members are "local" station men, it would mean the designation of a local representative.

The Fifth Zone comprising Montana, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California, at present has two directors. They are Ralph R. Brunton and T. W. Symons Jr., both of whom continue in office. The new man would have to be a local station representative.

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The Good Old Summer Time

Is a good time to have your special program electrically transcribed for fall broadcast. Write us for our low prices for recording it here in the sound center of the world where the best in talent is always available.

THE GOOD OLD SUMMER TIME
is also transcription time.

Write us for new low summer prices on the following programs:

BILL, MACK AND JIMMY	100	episodes
ADVENTURE BOUND	65	"
HOLD THE PRESS	65	"
*REPORTER OF ODD FACTS	100	"
*YESTERDAY BRINGS YOU TOMORROW	39	"
CONTRACT BRIDGE SERIES	78	"

** Five Minute Spots.*

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RCA
WORLD WIDE WIRELESS

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Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

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Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Warner Withdraws 40 Station Suits; May Rejoin ASCAP

Defendants Requesting Costs For "Old-Fashioned Mother"

WARNER BROS. music publishing houses, which have indulged in an orgy of infringement suits against broadcasting stations, have instructed their counsel to discontinue 40 actions against CBS affiliates alleging infringement of *That Old-Fashioned Mother of Mine* which Warner charged had been broadcast as a part of a network program.

This action seemed to lend credence to repeatedly published reports that Warner would return to ASCAP, from which it withdrew Jan. 1 and caused a furore of unprecedented proportions on copyright performance. In some quarters it is openly stated that Warner will be back in ASCAP by July 1.

Motions to discontinue the actions, it was learned June 12, now are being made in the various jurisdictions in which the suits were filed. Counsel for the broadcasting stations in each case are applying to the court for payment of costs and counsel fees to them by Warners. This move to discontinue, it is learned, followed the service of notice to take depositions of witnesses in all 40 cases, the notices having been sent to the stations involved by counsel for ASCAP, which of its own volition has been assisting all stations in their defense of Warner actions.

As a result of this action, it developed, Warner Bros. found that the selection had not been played. Following normal procedure Warners will be required to pay not only the expenses of their own attorneys, but also the defendants' court costs and lawyers' bills.

Based on Wrong Tips

IT IS GENERALLY felt that a large proportion of the some 200 alleged infringement suits filed by Warner houses, asking upwards of $4,000,000 in damages, are based on erroneous information. It is anticipated that Warners will have to follow the same course in a large number of the pending cases. Many of the infringement suits were filed haphazardly and upon flimsy information.

Thus far it is not known how much the *Old-Fashioned Mother* blunder will cost Warners. It is estimated, based on previous experience, that the cost to Warners will be at least $250 per case. The lowest has been $75, plus $20 costs, and the highest is in a case where Warner local counsel is offering to settle at $500, rather than go to court at all. The amounts granted will depend upon the local judges. There also must be taken into account payments by Warners to its own counsel and the costs. The *Old-Fashioned Mother* error alone therefore may cost Warner between $15,000 and $20,000.

The stations involved in the *Old-Fashioned Mother* action were KGKO, KMOX, KOMA, KSCJ, KTRH, KVOR, WACO, WADC, WBNS, WBRC, WBT, WCAO, WCAU, WDAE, WDBO, WDNC, WDOD, WDRC, WESG, WFBL, WFEA, WGST, WHAS, WHEC, WJAS, WJR, WKBW, WKRC, WLAC, WMBG, WMBR, WOKO, WQAM, WREC, WSBT, WSPD, WTOC, WWL, KLRA, WLBZ.

BULLETIN

A PLEA for perhaps two dozen ultra-high frequency broadcast channels for possible use by state and municipal educational organizations may be made at the June 15 shortwave hearings before the FCC by the U. S. Office of Education, Dr. John W. Studebaker, director. Such a project, it is understood, is being seriously considered and may be presented. It is also indicated that the American Federation of Labor may seek a block of channels for a "labor network" in the short waves.

Four Programs Sign Off In Latter Part of June

BOTH the *General Motors Concerts* and the *Ford Sunday Evening Hour* are signing off for the summer this month, although it had previously been announced that the former at least would remain on the air through the year. The General Motors symphonies on the NBC-Red network Sundays 10-11 p. m. terminate with the June 28 program, but will return in September. The Ford programs on CBS sign off with the June 21 broadcast, but Ford will keep both Fred Waring periods on the network through through the summer.

Harold F. Ritchie & Co.'s *Eno Crime Clues*, on NBC-Blue since January, 1933, quits with the June 30 broadcast. Realsilk's Sunday evening program with Jack Hylton on NBC-Blue terminates June 28. Standard Oil's *Esso Marketers* on CBS Monday nights with Guy Lombardo's orchestra ends with the June 29 program.

Cigar Features News

EXTENSION of its radio campaign to a list of 19 stations has been disclosed by Webster-Eisenlohr Inc., New York (Tim Moore, Henrietta, Girard and Cinco cigars). Among new programs promoting Tom Moore cigars are: KLZ, Denver, three weekly 15-minute night news reports from July 6; KSO, Des Moines, and WMT, Waterloo, five weekly 5-minute INS news reports from June 15; WOAI, San Antonio, Sunday night 15-minute Transradio news reports from June 7; KRLD, Dallas, six weekly night 15-minute INS reports from June 8; WTMJ, Milwaukee, six weekly night 5-minute UP reports from June 1; WGN, Chicago, Quin Ryan's Sunday night sport flashes from May 31. In addition, for Cinco cigars, the company started May 31 to sponsor Sunday UP news on WBT, Charlotte, N. W. Ayer & Son Inc., New York, is the agency.

WILLIAM R. WARNER Co., New York, for Albodon Toothpaste, is considering a radio campaign for the fall, to be handled by Cecil, Warwick & Cecil, New York.

RAY LINTON, Chicago station representative, has added WIP, Philadelphia, to his group of stations.

"I don't care if the program is over—I could go on talking like this for hours!"

From New York American

General Foods Spots

GENERAL FOODS Corp., New York (Satina ironing aid) in late June will start a series of spot announcements on household programs. The schedule calls for 5 weekly participations in *Martha Deane* on WOR for 8 weeks; 5 daily spot announcements 5 days a week on WHIO, Dayton, for 8 weeks; 3 weekly participations in *Polly the Shopper* on KSTP, St. Paul, for 16 weeks. Young & Rubicam Inc., New York, has the account.

Big Accounts Returning

SHERWIN-WILLIAMS Co., Cleveland (paints and varnishes) will return to the air next autumn with its *Metropolitan Auditions* for a half hour Sunday afternoons, but no network has yet been selected. William R. Warner Co., New York, for Sloane's Liniment, will again sponsor Warden Lawes in *20,000 Years in Sing Sing* over a network to be selected this fall. Both accounts are handled by Cecil, Warwick & Cecil, New York.

1,000 Watts for WFIL

WFIL, Philadelphia, on June 12 was authorized by the FCC to increase its power from 500 w. to 1,000 w. unlimited time, provisional upon installation of a vertical antenna, removal of transmitter locally and installation of new equipment. The station had been receiving month-to-month temporary authority to use 1,000 watts.

Minit-Rub Placing

BRISTOL-MYERS Co., New York (Minit-Rub) is planning a series of 5 weekly spot announcements to be placed in Louisville and Des Moines. Young & Rubicam Inc., New York, is the agency.

Schrafft Takes Muzak

THE Schrafft store on E. 57th St., New York, is the latest commercial client of Muzak Inc. wire radio service.

AMERICAN OIL Co., Baltimore (Amoco) is starting a series of six weekly RCA transcriptions in some 50 stations in its Eastern territory.

FCC Sets Hearing On 500 kw. Pleas

Will Consider Applications at Special Session Sept. 24

A GENERAL hearing before the FCC Broadcast Division on applications for authority to use superpower of 500,000 watts was ordered set for Sept. 24 by the FCC Broadcast Division at its meeting June 12.

Now pending are five applications for authority to use superpower equal to that employed by WLW, Cincinnati, world's most powerful station. The applicants are KNX, Los Angeles; WHAS, Louisville; WGN, Chicago; WHO, Des Moines, and WJZ, New York. It is expected that other applications for that power will be filed prior to the hearing.

Rule Change Involved

IN DESIGNATING the September date the Broadcast Division presumably has in mind a procedure similar to that followed in 1930 when it heard applications for horizontal increases in clear channel station power from 5,000 to 50,000 watts. The present regulations specify that the maximum power to be used on clear channel regulation is but 50,000 watts. To permit these other stations to increase to 500,000 watts there would have to be a revision of this provision raising the power limit.

In the case of WLW, which during the last two years has proved the efficacy of superpower operations, it is licensed regularly for 50,000 watts and uses the additional 450,000 watts on an experimental basis. The experience of WLW has shown that the ratio of coverage of the station increased more than three to one with the tenfold increase in power.

The Broadcast Division paved the way for consideration of superpower applications in May when it denied long pending requests for the breakdown of three additional clear channels. Definitely involved in these superpower applications are proposals for realignment of the broadcast structure through reduction in the number of clear channels and horizontal increases in the powers of stations on both regional and local channels.

NBC Salute to Press

NBC on June 29 will join with Mergenthaler Linotype Co. in a *Salute to the Modern Newspaper* over its Blue network, broadcasting the winning script of Charles A. Wright, instructor in journalism at Temple University, in the $500 prize contest conducted by the Merganthaler Co. The judges who picked the winner were Jack T. Nelson, Kenyon & Eckhardt Inc.; William S. Rainey, NBC production manager, and Marlen E Pew, former editor of *Editor & Publisher*.

Mail School Tests

A TEST campaign of two quarter-hours weekly by International Correspondence Schools, Scranton, Pa., large user of publication space, is being broadcast on WGBI, Scranton, with response to offers of ICS bulletin already indicating possibilities of a national campaign. N. W. Ayer & Son Inc., Philadelphia, has the account.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JUNE 1 TO JUNE 12, INCLUSIVE

Applications . . .

JUNE 1

WNBC, New Britain, Conn.—CP change equip., increase 250 w to 1 kw, amended to directional 250 w N 1 kw D unltd.

NEW, Continental Radio Co., Washington—CP 1230 kc 1 kw unltd.

NEW, Same—CP 1310 kc 100 w 250 w D unltd., contingent WOL shift to 1230 kc.

WJAR, Providence, R. I.—License for CP increase power, move trans., directional.

WRAK, Williamsport, Pa.—CP change antenna, move trans. locally, amended to new trans., change site.

WCMI, Ashland, Ky.—CP increase 100 w to 100 w 250 w D.

KRLD, Dallas — Extension exp. auth. simul.-WTIC.

WREC, Memphis—Modif. license 1 kw 2½ kw D to 1 kw 5 kw D.

WDAE, Tampa, Fla.—Modif. license 1220 to 550 kc.

KFXR, Oklahoma City—CP new equip.

KWBG, Hutchinson, Kan. — CP change equip., increase 100 to 250 w, change 1420 to 550 kc, move trans. locally, directional N.

KOB, Albuquerque, N. M.—Vol. assign. license to Albuquerque Brdcstg. Co.

APPLICATIONS RETURNED—WDAS, Philadelphia; WJBW, New Orleans; WJDX, Jackson, Miss.; NEW, Isadore Goldwasser, Anniston, Ala.; NEW, Howard A. Miller, Galesburg, Ill.; NEW, Charles Porter, Edw. T. Eversole, Festus, Miss.; KGGM, Albuquerque.

JUNE 4

WEBR, Buffalo—Vol. assign. license to WEBR Inc.

WBNX, New York — Modif. CP new equip., increase power, move trans., asking approval directional antenna D & N, and 1 kw at present site.

JUNE 5

WGNY, Chester twp., New York—CP new equip., move trans. near Newburg.

W2XIS, Bronx, New York—CP gen. exp. 200 w.

NEW, Eugene Meyer & Co., d/b Washington Post, Washington, D. C.—CP gen exp. 100 w.

NEW, Smerda's Music House Inc., Cleveland—CP gen exp. 35 watts.

WDBJ, Roanoke, Va. — Auth. transfer control from J. B. Fishburn to members of family.

WCHV, Charlottesville, Va. — Auth. transfer control from W. B. Brown to other parties amended to relinquishment of control by W. B. Brown.

NEW, Bayou Brdcstg. Co., Houston — CP 1210 kc 100 w unltd., amended to D.

WGRC, New Albany, Ind.—Modif. CP re studio, trans. sites.

WMIN, St. Paul—Modif. CP re equip., antenna.

WFBM, Indianapolis—CP change equip.

NEW, Robert Raymond McCulla, Oak Park, Ill. — CP 1500 kc 100 w unltd., amended to D.

NEW, R. E. Moore & Mrs. K. E. Moore, Los Angeles—CP visual 240 w.

APPLICATIONS RETURNED—WAAB, Boston; WBBM, Chicago; KGBZ, York, Neb.

JUNE 6

WHIS, Bluefield, W. Va.—Modif. license 250 w 500 w D to 500 w 1 kw D.

KGFF, Shawnee, Okla.—Modif. CP new equip., increase power, move trans., for approval antenna and trans. site, extend completion.

KGNO, Dodge City, Kan.—CP new equip.

NEW, Bottled Gas Corp. of Cal., San Diego—CP 1420 kc 100 w unltd.

NEW, Jesse G. Bourus, Everett, Wash. —CP 1500 kc 100 w 250 w D unltd.

JUNE 8

WOCL, Jamestown, N. Y.—CP change equip., increase 50 to 100 w.

WSPR, Springfield, Mass.—License for CP new station.

KTHS, Hot Springs, Ark.—Vol. assign. license to Radio Enterprises Inc.

WFLA-WSUN, Clearwater, Fla.—Modif. license change N field intensity from 10 to 50 millivolts per meter.

WGBF, Evansville, Ind.—CP change hours from Sh.-WOS, KFRU N, simul. D to unltd. directional.

KCRJ, Jerome, Ariz.—CP new trans., antenna, change hour spec. to D.

KEHE, Los Angeles—Modif. CP change equip., move trans. studio locally.

KGIR, Butte, Mont. — CP new equip., vertical antenna, move trans., studio locally.

JUNE 10

KINY, Juneau, Alaska—CP new equip., antenna, change 1310 to 1430 kc, 100 to 250 w.

WDAS, Philadelphia — Applic. CP amended to directional antenna D & N.

WRDW, Augusta, Ga.—Auth. transfer control to Arthur Lucas, William K. Jenkins and Frank J. Miller.

KCMO, Kansas City — Modif. license from spec. to unltd., move studios locally.

NEW, Falls City Brdcstg. Corp., Falls City, Neb.—CP 1310 kc 100 w unltd.

KGBX, Springfield, Mo.—License 1230 kc 500 w unltd., directional N.

NEW, Chauncey W. Hammond, Oakland, Cal. — CP 1280 kc 500 w 1 kw D unltd.

APPLICATIONS RETURNED—KIDO, Boise, Id.; NEW, Amarillo Brdcstg. Co., Amarillo, Tex.; NEW, National Battery Brdcstg. Co., St. Paul.

Examiners' Reports . . .

WIRE, Indianapolis — Examine Hyde recommended (I-226) that applic. CP change from 500 w 1 kw LS unltd. to 1 kw 5 kw LS be granted if antenna prevents increase in night field intensity in directions of Brooklyn and Tulsa.

KGDM, Stockton, Cal. — Examiner Walker recommended (I-227) that applic. modif. license from D to ltd. be denied.

NEW, Farmers & Bankers Life Ins. Co., Wichita — Examiner Hyde recommended (I-228) that applic. 1210 kc 100 w unltd. be denied.

WHB, Kansas City—Examiner Dalberg recommended (I-229) that applic. CP change from 850 kc 1 kw D to 1120 kc 500 w 1 kw LS unltd. be granted.

WISN, Milwaukee — Examiner Dalberg recommended (I-230) that applic. increase 250 w 1 kw LS to 1 kw be granted.

NEW, Petersburg Brdcstg. Co.; WPHR, Petersburg—Report of Examiner Bramhall (I-225) amended so Conclusion 2 reads as follows: "2. It has not been established that there is need for additional service in the area proposed to be served. It appears that the city of Richmond is now receiving primary service from Station WRVA on 1110 kc, with power of 5 kw, hours of operation unlimited; and WMBG on 1210 kc 100 w 250 w LS hours of operation unlimited except specified hours occupied by WBBL on Sundays."

NEW, Union-Tribune Pub. Co., San Diego, Cal. — Examiner Walker recommended (I-231) that applic. CP 1420 kc 100 w 250 w LS unltd. be denied.

WGBF, Evansville, Ind. — Examiner Hyde recommended (I-232) that applic. 1 kw LS be granted.

KFOX, Long Beach, Cal. — Examiner Walker recommended (I-233) that applic. increase from 1 kw to 1 kw 5 kw LS be denied.

NEW, B. A. Thompson, Santa Cruz, Cal.; NEW, William B. Smullin, Sacramento; NEW, Howard N. Mitchell, Sacramento; NEW, Press Democrat Pub. Co., Santa Rosa—Examiner Dalberg recommended (I-234) that applic. W. B. Smullin CP 1310 kc 100 w 250 w LW unltd. be denied; that applic. Press Democrat Pub. Co. for CP 1310 kc 250 w D be denied; that applic. B. A. Thompson for CP 1310 kc 100 w 250 w LS unltd be granted; that applic. Howard N. Mitchell CP 1310 kc 100 w unltd. be granted.

NEW, Carl S. Taylor, Dubois, Pa.—Examiner Hyde recommended (I-235) that applic. CP 780 kc 250 w D be denied.

WQDM, St. Albans, Vt.—Examiner Dalberg recommended (I-236) that applic. change from 1370 to 1390 kc, 100 w to 1 kw spec. be granted.

NEW, Miles J. Hansen, Fresno, Cal.; NEW, Julius Brunton & Sons Co., Fresno —Chief Examiner Arnold recommended (I-237) applic. Miles J. Hansen CP 1420 kc 100 w unltd. be denied and dismissed with prejudice; that applic. Julius Brunton & Sons Co. CP 980 kc 250 w D be granted.

NEW, Harold H. Hanseth, Fresno, Cal.; Fresno Brdcstg. Co., Fresno — Examiner Seward recommended (I-238) that applic. Harold H. Hanseth for CP 1410 kc 1 kw unltd. be denied; that applic. Fresno Brdcstg. Co. for CP 1410 kc 500 w 1 kw LS unltd. be denied.

Decisions . . .

JUNE 12

APPLICATIONS GRANTED:

KGKB, Tyler, Tex. — CP change equip., move trans. locally.

KRSC, Seattle—CP change equip.

WMMN, Fairmont, W. Va.—Modif. CP new equip.

WMC, Memphis—Modif. CP extend completion, new trans. site, directional antenna.

KHQ, Spokane—Modif. CP change trans., vertical antenna, increase 2 to 5 kw D.

WRR, Dallas — Modif. CP new equip., license new equip., vert. radiator, move trans. locally.

WLAK, Lakeland, Fla.—License CP new station 1310 kc 100 w unltd.

WHBU, Anderson, Ind.—License CP new equip., increase to 250 w D.

WGBI, Scranton, Pa. — License for CP new equip., increase to 500 w.

KGFW, Kearney, Neb.—Consent transfer control to Clark Standiford, Kate S. Fisher.

WHBB, Selma, Ala. — Consent vol. assign. license to W. J. Reynolds, J. C. Hughes, J. S. Allen, d/b Selma Brdcstg.

KELD, El Dorado, Ark. — Consent vol. assign. license to Radio Enterprises Inc.

WNBC, New Britain, Conn. — Consent vol. assign. license to State Brdcstg. Corp.

KGGM, Albuquerque, N. M. — Consent transfer control to Mrs. A. R. and A. R. Bebenstrait.

KJR, Seattle — CP new equip., move trans. to KOMO site.

WCOL, Columbus—CP change equip.

WSYR, Syracuse—License aux. trans.

KFJI, Klamath Falls, Ore.—License for CP new equip.

WNYC, New York—License aux. trans.

WFBM, Indianapolis—CP change equip.

WFIL, Philadelphia — CP 1 kw move trans. locally, new vert. rad.

KGNO, Dodge City—CP new equip.

Standard Radio Inc., Hollywood—Auth. send transcriptions to Canada.

WELI, New Haven—Vol. Assign. license to City Brdcstg. Corp.

KFJZ, Fort Worth — License CP new equip., increase 100 to 250 w D.

WIBM, Jackson, Mich.—License for CP new equip.

KFKA, Greeley, Col. — License for CP change equip.

WREC, Memphis—Modif. license 2½ to 5 kw directional.

KUOA, Fayetteville, Ark. — CP move trans. to John Brown Univ., increase 1 to 2½ kw D.

KERN, Bakersfield, Cal.—CP new equip.

KHBC, Hilo, T. H.—License for CP new station 1400 kc 250 w unltd.

WJBC, Bloomington, Ill. — Vol. assign. CP to Arthur Malcolm McGregor and Dorothy Charlotte McGregor.

KFVD, Los Angeles — Vol. assign. license to Standard Brdcstg. Co.

WRAK, Williamsport, Pa. — CP move trans. locally, new equip.

WBNX, New York — Modif. CP trans. site.

KDON, Del Monte, Cal.—Vol. assign. license to Monterery Peninsula Brdcstg. Co.

KFXR, Oklahoma City—CP change equip.

KWYO, Sheridan, Wyo. — CP change equip., new radiator, move trans. locally.

NEW, Edwin H. Armstrong, New York —CP gen. exp. 86,500 and 111,000 kc 40 kw.

W8XAR, Saxonburg, Pa.—Renewal spec. exp. license.

SET FOR HEARING — WGCM, Mississippi City; WMAZ, Macon, Ga.; KOMO, Seattle; KGW, Portland, Ore.; KHSL, Chico, Cal.; NEW, Constitution Pub. Co., Atlanta; NEW, Harriet N. Alleman & Helen W. MacLellan, d/b Cape Cod Brdcstg. Co., Barnstable Twp., Mass.; NEW, L. Marton Courtney, Toledo; NEW, Harry G. & Clara A. Lowe, DuBoise, Pa.; NEW, Sweetwater Brdcstg. Co., Sweetwater, Tex.; NEW, Escanaba Daily Press Co., Escanaba, Mich.; NEW, Ventura Brdcstg. Co., Ventura, Cal.; NEW, High Fidelity Brdcstg. Service, Milton, Mass.; NEW, Washington Post, Washington, D. C.; WMBQ, Brooklyn; WWVA, Wheeling; WHAS, Courier-Journal & Louisville Times Co., Louisville; WKBB, E. Dubuque, Ill.; NEW, Santa Barbara, Cal.; WMFF, Plattsburg, N. Y.

MISCELLANEOUS — WLLH, Lowell, Mass., reconsidered action granting auth. booster station at Lawrence, Mass., and set for hearing; NEW, C. G. Hil, Geo. D. and Susan H. Walker, Winston-Salem, N. C., denied advanced date for argument applic. CP; NEW, Mile High Radio Corp., Denver, denied reconsideration action setting applic. CP for hearing; WOWO, Ft. Wayne, Ind., granted request postpone hearing applic. increase 10 to 25 kw; WCRW, Chicago, reconsidered renewal hearing action and granted regular renewal license; KRE, Berkeley, Cal., overruled petition reconsider and grant applic. without hearing; NEW, Jefferson Brdcstg. Co., Birmingham, granted auth. take depositions; NEW, Donald A. Wike & H. E. Studebaker, Baker, Ore., same.

APPLICATIONS DENIED — KPRC, Houston, temp. auth. 5 kw N; KCMO, Kansas City, temp. auth. unltd. 30 days.

APPLICATIONS DISMISSED WITH PREJUDICE—NEW, Jesse H. Jay, Miami Beach, Fla.; WKBZ, Marl L. Ashbacker, Muskegon, Mich.; NEW Wolverine Brdcstg. Co., Ann Arbor, Mich.; NEW, Steffen Ice & Ice Cream Co., Wichita.

RATIFICATIONS:

WCAX, Burlington, Vt.—Granted extension temp. auth. daylight time.

NEW, W. P. Stuart, Prescott, Ariz.—Set for hearing applic. CP 1500 kc 100 w unltd.

Giant New Control Desk in NBC Chicago Studios.

A NEW GIANT master control desk and new studio control panels have been installed and placed in operation in the NBC Chicago studios, without program interruption. The new desk, a counterpart of the one in the NBC Radio City studios, is more than 15 feet in length and six feet high, contains 575 lights and more than 500 keys and is connected by more than 250,000 feet of wire with 650 relays in a nearby room, and enables circuits to be set up by an engineer while the preceding broadcast is on the air.

This is believed to be the first time such a comprehensive substitution of new equipment has been carried on at a vital point in the networks without interruption to normal operations.

KGBX, Springfield, Mo.—Extension spec. auth. 1230 kc 500 w unltd. directional N.
WQDM, St. Albans, Vt.—Granted extension temp. auth. daylight time.
WHBI, Newark — Granted extension temp. auth. use aux. as main.
KCMO, Kansas City—Granted extension temp. auth. use 100 w trans. formerly of KGBX.
WAAF, Chicago — Granted temp. auth. temp. antenna.

NAB Delegates Invited To Barn Dance by WLS

AN INVITATION to all NAB conventioneers who happen to be in Chicago on Saturday night, June 4, on the eve of the convention opening in the Stevens Hotel, to attend the *WLS National Barn Dance* in the Eighth Street Theater, has been extended by Glenn Snyder, manager of WLS and chairman of the convention entertainment committee.

In view of the fact that the show, which lasts from 10 to midnight and part of which goes over a network under Alka-Seltzer sponsorship, is invariably a sell-out, Mr. Snyder suggests advance requests for tickets. The theatre is just around the corner from the Stevens Hotel.

Power Increases Granted

FIVE stations on June 12 were granted FCC authority to increase power. They were: WFIL, Philadelphia, use 1 kw. unlimited on condition that transmitter is moved and vertical radiator erected; WREC, Memphis, to 5 kw. daytime, 1 kw. night, directional antenna; KUOA, Fayetteville, Ark., construction permit to move transmitter and studio to John Brown Univ., Siloam Springs, Ark., increase 1 to 2½ kw. daytime; WGBI, Scranton, license covering CP increase from 250 to 500 watts (Share WQAN); WHBU, Anderson, Ind., increase to 250 w. daytime.

DAVID ROSS, ace CBS announcer, was a visitor at WDNC and the Chesterfield factory in Durham, N. C., recently to get a first-hand glimpse of the activities of his sponsor.

BOR BURNS, dialect comedian, is to act as master of ceremonies on the *Kraft Music Hall* while Bing Crosby takes a vacation after the June 25 broadcast.

Bull for Prize

A PEDIGREED bull from the prize Wisconsin State Reformatory herd is the prize in the limerick contest sponsored on WTAQ, Green Bay, Wis., by T. S. Tonic. Farmers are entering the contest in large numbers, knowing the ranking of the reformatory's famous Holstein herd.

Gillette Renews Yankee

GILLETTE SAFETY RAZOR Co., Boston, has renewed for an extensive series of participation on *Yankee Network News Service* over the entire Yankee Network. The contract calls for 219 participations, 10 announcements weekly, twice daily on Mondays, Wednesdays and Fridays in the morning and once daily on Tuesdays, Thursdays, Saturdays and Sundays in the evening. The announcements are heard over the entire Yankee Network including WNAC and WAAB in Boston; WEAN, Providence; WORC, Worcester; WMAS, Springfield; WICC, Bridgeport, and New Haven; WATR, Waterbury; WLBZ, Bangor; WFEA, Manchester; WLLH, Lowell, and WNBH, New Bedford, starting June 1 and ending Oct. 31. The account is handled through Ruthrauff & Ryan Inc., New York.

Big Samson-United Series

SAMSON-UNITED Corp., Rochester (rubber blade electric fans) is planning a WBS transcription announcement campaign on 100 stations, using 2 daily announcements 5 days a week. Hutchins Adv. Co. Inc., Rochester, has the account.

BRITISH Broadcasting Corp., which unlike the U. S. networks places no restrictions on the broadcasting of transcriptions and recordings, has a gramophone library of about 25.000 titles in duplicate, reports *Radio Times*.

KELLOGG Co., Battle Creek, Mich. (cereals) on June 29 shifts *The Singing Lady* with Irene Wicker on an NBC-Blue network from Chicago studios to Radio City.

Maj. Armstrong Granted CP for 40 kw. Apex Test

MAJ. EDWIN H. ARMSTRONG, New York inventor of the superheterodyne circuit and other important contributions to radio, on June 12 was granted a construction permit by the FCC to build a 40 kw. station, peak power, using the 86,500 and 111,000 kc. bands for experimental work.

Major Armstrong has developed a new ultra-shortwave system of frequency modulation which he has been demonstrating to engineers and will explain at the FCC June 15 hearing on apex allocations. The Armstrong system is said to permit operation of a large number of apex broadcast stations up and down the nation and eliminate interference to a hitherto impossible degree.

Agency Men Resign

TWO important agency resignations were announced during the last fortnight—Bennett Larson resigning as radio director of J. Sterling Getchell Inc., New York, and W. L. Chesman resigning as vice president in charge of radio for Donahue & Coe Inc., New York. Successors were not announced.

Lava Soap Testing

PROCTER & GAMBLE Co., Cincinnati (Lava soap) is staging a test campaign on WEAN and WJAR, Providence, R. I., using WBS transcription announcements. Blackman Adv. Inc., New York, is the agency.

ACTUAL FACTS

Prove That CREI Training Helps Broadcast Men

In a recent survey made of CREI graduates now in the broadcast field . . . 72% have shown a decided increase in salary. This certainly proves that CREI training pays dividends, and it will pay you to find out what we can do for you. Our one-year Residence Course begins Sept. 14th.

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GENERAL RADIO TYPE 731-A MODULATION MONITOR APPROVED BY THE FCC

After official tests at the National Bureau of Standards, the Federal Communications Commission has certified the General Radio Type 731-A Modulation Monitor as meeting all of the requirements of the Commission for this type of instrument. It bears the FCC approval number 1551.

Price: $195.00 Complete with Tubes.

The Type 731-A Modulation Monitor is one of several units of the Type 730-A Transmission Monitoring Assembly. The assembly permits the station personnel to make a complete run on the station for noise, hum and distortion from the microphone to the antenna in ten minutes time.

Write for Bulletin 18-B for detailed description

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Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency. The BEST costs No More — So Insist Upon SCIENTIFIC RADIO SERVICE CRYSTALS!

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Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

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124 Jackson Ave., University Park, Hyattsville, Md.

Extra-Broadcast Rules Approved

(*Continued from page 22*)

respect he reflected the arguments advanced by Prof. George.

After Mr. Baldwin's original opposition to promulgation of the regulations on "so short notice", Comdr. Craven said he thought the best procedure was to place them in effect tentatively, and that if they proved too harsh there would be plenty of opportunity to modify them. He explained that the June 15 hearings might produce evidence which would make it advisable to revise the rules, but that it was deemed most desirable to have the new allocations and the tentative rules on the books at this time.

The apex rules precipitated the main discussion. Mr. Ring brought out that there are already 28 stations licensed while 60 new applications are pending. Mr. Baldwin contended that extreme caution should be exercised and he questioned the writing of very temporary or indefinite rules. He said he felt there would be definite regulations preceding entrenchment of stations in apex broadcasting. Heavy competition among stations immediately would result from the promulgation of the rules, he added.

The requirement for dual announcement of call letters over all experimental stations operated in conjunction with regular stations was a subject of discussion. It was contended that in many cases this would mean the hiring of additional men at stations simply to make station identification announcements over the experimental outlets. The rules as written specify that separate announcements shall be made over each facility, Mr. Ring declaring this is necessary to enable monitoring stations to identify the experimental outlets. The objections were taken under advisement.

There was much discussion over phraseology of regulations. P. J. Hennessy Jr., NBC Washington counsel, contended that certain of the rules specifying that licensees shall receive no compensations either directly or indirectly for experimental operations, might, because of phraseology, become serious since indirectly all regular stations profit from use of experimental stations.

There was discussion of the possibility of limiting the number of apex licenses to be allocated to particular cities in order to bring about an "equitable distribution". This developed after Mr. Baldwin had observed that there probably would not be enough apex assignments to go around. Mr. Ring declared that a proposal on limitation of allocations would be made to the Broadcast Division.

Respecting television, Mr. Ring announced that one change already had been decided upon as a deviation from the rules as written. He said the FCC would not specify the aural and visual channels which would be assigned licensees under the single license until after the June 15 hearings.

It was then that Dr. George protested the scrapping of television station assignments on the lower band. He argued that while the picture is not so good, rural coverage is afforded. The day might come, he said, when two or three superpower television stations on these low bands might cover the country. When this claim was challenged by others he said that possibly one way of procuring the service would be that of establishing government owned television stations on these waves.

A. F. Murray, television chief of Philco, brought out that television should be on one standard rather than two. Manufacturers, he said, probably would not want to develop a separate receiver capable of picking up the medium frequency 60-line broadcasts, along with the projected 440 or 460 line systems in the ultra-high field. While at present it appears that the ultra-high service will be purely urban, he declared developments may come which will make possible rural service also.

Economic Angles

THE QUESTION of economics in television also was raised. The low-definition service designed for rural coverage, it was brought out, probably would not attract advertising sponsors. Dr. George, however, argued that either government service, or possibly the sponsorship of national advertisers interested in the rural field, might be the answer.

When Mr. Baldwin asked whether there would be enough television channels "to go around", Chairman Ring asserted there could be no estimate of that until it was determined through experimentation how wide a band television would need to accommodate it. He expressed disapproval of time-sharing for television stations, pointing out that when it arrived commercially all of the part-timers would seek full time, much as has developed in conventional broadcasting.

Respecting the requirement for frequency monitors for experimental stations, Mr. Ring said that perhaps a two-month extension from the original effective date of July 1 would be granted to allow for manufacturers to develop the meters. If additional time is needed, he said, it would be allowed since the FCC is not disposed to cause any hardship or become arbitrary on any of the regulations.

After a round of discussion on Dr. Jolliffe's formal motion to postpone the effective date for 90 days, on the ground that "no harm" could come from the postponement, Chairman Ring announced the matter would be submitted to the FCC Broadcast Division. Simultaneously, he said, the other suggested changes would be taken up with the Division. He explained that all licensees who oppose the rules have the recourse of protesting and thereby bringing about formal hearings before the Division.

The text of the new rules was published in the June 1 issue of BROADCASTING. At present 277 stations licensed in the various services are affected, but Mr. Ring estimated that eventually some 600 to 700 stations will be assigned in these bands.

Attending the June 8 hearing were the following:

Comdr. T. A. M. Craven, Andrew D. Ring, J. P. Buchanan Jr., G. C. Davis, G. E. Sterling, Ralph L. Clark, FCC Engineering Department.
Dr. C. B. Jolliffe, RCA.
I. R. Baker and T. A. Smith, RCA Victor Co.
E. K. Cohan, CBS.
Charles W. Horn, NBC.
W. J. Purcell, General Electric Co.
C. E. Gregory and W. Ward Darrell, Westinghouse E. & M. Co.
James W. Baldwin, NAB.
L. G. Pattee, Harold G. Peery and Harry R. Lubcke, Don Lee Broadcasting System.
John V. L. Hogan, W2XR, Long Island City, N. Y.
Philo T. Farnsworth and Frank J. Somers, Farnsworth Television Inc.
A. F. Murray and John R. Holland, Philco Radio & Television Corp.
Oswald F. Schuette, Short Wave Institute of America.
William D. Kelly and A. Q. Ranft, WFBR, Baltimore.
Frank V. Becker, WFIL, Philadelphia.
W. T. Wood, WMBG, Richmond.
S. E. Warner, W1XBS, Waterbury, Conn.
M. C. Scott Jr., W4XB.
Maynard Marquardt, WCFL, Chicago.
John Fetzer, WKZO, Kalamazoo, Mich.
Sidney W. Bassford and Martin L. Jones, WCAO, Baltimore.
U. L. Lynch, WSVA, Harrisonburg, Va.
Paul A. DeMars, Yankee Network.
D. W. Gellerup, WTMJ, Milwaukee.
R. J. Rockwell, WLW-WSAI, Cincinnati.
W. J. Scripps and C. H. Wesser, WWJ, Detroit.
Prof. R. H. George, W9XG, Purdue University.
Harry Harvey, KFAB.
G. K. Jacobsen, W9XAT, Minneapolis.
Ray V. Hamilton, St. Louis Star-Times.
E. H. Twambley and R. J. Kingsley, WBEN, Buffalo.
Prof. Edwin H. Armstrong, Columbia University.
Consulting Engineers—C. M. Jansky Jr., Stuart L. Bailey, Fred O. Grimwood, Paul Godley, Joseph Chambers, Edward A. Loftin, Harold B. Rothrock.
Washington Attorneys—Frank D. Scott, Philip G. Loucks, John M. Littlepage, William A. Porter, P. J. Hennessy, S. A. Milne (NBC, New York), George S. Smith, Ben S. Fisher, John W. Guider, Karl A. Smith, Reed T. Rollo, Horace L. Lohnes.

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"Listeners reported they noticed interference from other stations *before* the new tower was put into operation but that our station is now perfectly clear and *our signal drowns out the other stations completely.*

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725 Noyes St. Phone Univ. 1419
Evanston, Ill.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza — New York City
P. O. Box 189 — Times Square Station

HOWARD S. FRAZIER
Radio Engineer & Contractor
Field Engineering Investigations, Certified Coverage Surveys, Field Intensity Graphic Records, Operation Cost Studies, Broadcast Plant Appraisals, Interlocking Studio Control Systems, Design and Construction of Special Equipment.
HOTEL PENNSYLVANIA
PHILADELPHIA, PA.

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

Junior G-Men Series

A NEW series titled *Junior G-Men of America* and written by Bradford G. Hathaway, an executive of the Prudential Insurance Co., early in June made its debut on WOR, Newark, sponsored by the Fischer Baking Co., Newark, and placed by Neff-Rogow Inc., New York radio agency. The script program is carried Mondays, Wednesdays and Fridays, 6:30-6:45 p. m., EDST, and its appeal is largely to boys.

KTSA, San Antonio, Pays Tribute to Advertising

AS ONE of its first gestures in coming under Hearst ownership, KTSA, San Antonio, paid a tribute to agencies and to advertisers in a special program. L. L. Jaquier, commercial manager of KTSA, gave credit to advertisers and agencies for progress made by the American system of broadcasting.

Mr. Jaquier said that agencies deserve the lion's share of the credit for fostering and stimulating commercial radio. He pointed out that it was the local advertiser and his agency who discovered and first took advantage of commercial radio. Associated Music Publishers transcriptions provided musical portions of the program.

Anniversary Programs, Contests Arranged for NBC Tenth Anniversary

SPECIAL programs, contests and prize awards, with all of its affiliated stations participating, are being planned for the six months leading up to Nov. 15 when NBC will celebrate the tenth anniversary of its founding. Each of the 97 NBC stations will be asked to display the NBC tenth anniversary plaque, with most of the celebrating being done by broadcasts.

More than 200 special programs, including salutes from all countries of the world and addresses by noted educators, are being planned. Prizes will be awarded for the best children's program scripts submitted either by amateurs or professional writers, with six cash awards aggregating $2,500 to be given. The programs will become regular NBC features and additional royalties will be paid per performance.

This contest, first of a planned series of various contests, closes Sept. 1. The winners will be announced Oct. 19.

It was on the night of Nov. 15, 1926, that NBC first got under way with a hookup of 23 stations from Boston to Kansas City. The network was formed, according to the statements of Chairman Owen D. Young at the time, primarily to stimulate the sale of radio receiving sets, and with hardly a thought that program sponsorship would develop it to the point of being a lucrative enterprise on its own. Yet from the date of opening through the year 1927 it grossed $3,760,010—a figure which grew to $31,148,931 for the year 1936.

YOU and I

. . . . . both know there are always openings for good radio men who know what "it is all about".

I have a very successful record both as sales manager and general manager. Have excellent reasons for wanting to make change. Will be glad to discuss it with you at the Chicago Convention in July. Let's get together.

Box 496
BROADCASTING

Here Next Month:
Tru-Fidelity
by
THORDARSON
Most Sensational Audio Development in Radio History

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Experienced radio announcers, artists, continuity writers, engineers, salesmen, program and production men and women are invited to register at once with National Radio Department, Vocational Bureau, Cleveland, Ohio. This is a nationwide service, many opportunities opening throughout the country. Moderate fees when placed. Write for application form.

Situations Wanted

Ambitious young engineer with college education and seven years radio experience. Now employed assistant engineer, small local station. Desires connection offering advancement opportunities. Announcing experience; single, excellent references. Box 498, BROADCASTING.

Capable manager local station. Good producer. Five years experience station manager. Also carry first class operators license. Desire position with station having a hard time making ends meet or a newly licensed station. Box 504, BROADCASTING.

Young man wants position as announcer. Go anywhere. Box 501, BROADCASTING.

Wireless Operator copying Transradio 2 years, desires connection. Box 502, BROADCASTING.

Engineer, operator, desires permanent position with progressive station. Eleven years experience. Associate member IRE seven years. Member USNR seven years. Available go anywhere in U. S. Two weeks notice. Box 503, BROADCASTING.

Announcer-Producer-Writer desires immediate affiliation with Eastern station. Box 505, BROADCASTING.

For Sale—Station

100 Watt station located in richest trade area on Pacific Coast. Great opportunity for right party. Sickness necessitates selling. Box 500, BROADCASTING.

Wanted to Buy

SCRIPTS: Series of 5 or 15 minute continuities of Dramatic, Historical, Scientific, Educational and other interesting subjects for Export. Box 497, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

100 watt composite transmitter in good operating condition. For sale CHEAP! Box 499, BROADCASTING.

★ ★ ★ **A FULL 25%** of the broadcasting time of **THE NATION'S STATION** is devoted to non-commercial features of an educational, religious, or service nature.

The preparation and selection of these **WLW** service programs receive the careful attention commensurate with their wide importance.

WLW has every evidence that these service features are of tremendous value in building and retaining the vast audience tuned to **THE NATION'S STATION.**

THE CROSLEY RADIO CORPORATION, CINCINNATI

WFBM

Modern Indianapolis Station

Increases Wattage

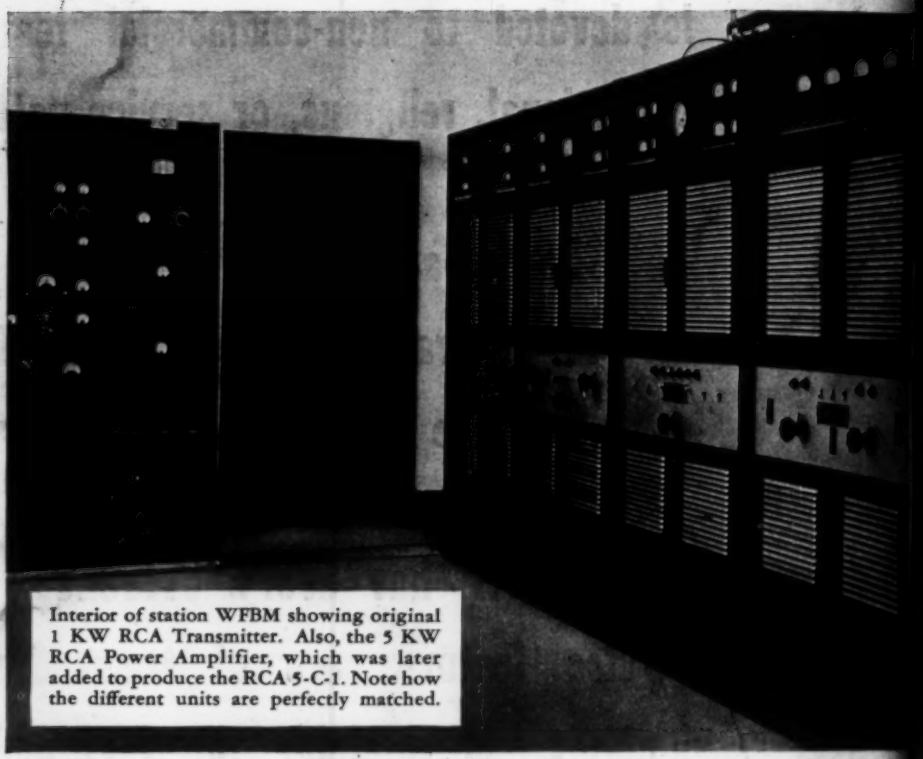
with

RCA COORDINATED TRANSMITTER EQUIPMENT

LIKE many other modern stations, WFBM has increased its power, and now offers a high fidelity signal to a greater number of listeners than ever before.

WFBM originally used a 1 KW RCA Transmitter. Later, finding that increased power would be a distinct asset, WFBM took advantage of RCA's basic plan of coordinated transmitter design, and added a 5 KW RCA Power Amplifier without scrapping its original equipment.

This typifies the great flexibility and maximum economy offered by the RCA plan of coordinated design. Whenever you desire to expand, RCA Transmitters can be added to like a sectional bookcase. Thus, RCA protects your station against obsolescence and costly replacement. Furthermore, these units are matched to produce a signal of the highest fidelity at all times. Each is backed by unlimited research, unsurpassed engineering skill . . . and—by the greatest organization in the entire field of radio—RCA.



Interior of station WFBM showing original 1 KW RCA Transmitter. Also, the 5 KW RCA Power Amplifier, which was later added to produce the RCA 5-C-1. Note how the different units are perfectly matched.

RCA MANUFACTURING CO., INC.
CAMDEN, NEW JERSEY
A service of the Radio Corporation of America

NEW YORK
1270 Sixth Avenue

CHICAGO
111 North Canal Street

DALLAS
2211 Commerce Street

SAN FRANCISCO
170 Ninth Street

ATLANTA, 492 Peachtree Street, N. E.

RCA Transmitters